

LIFE

GENERAL VAN FLEET TELLS
HOW WE CAN WIN IN KOREA

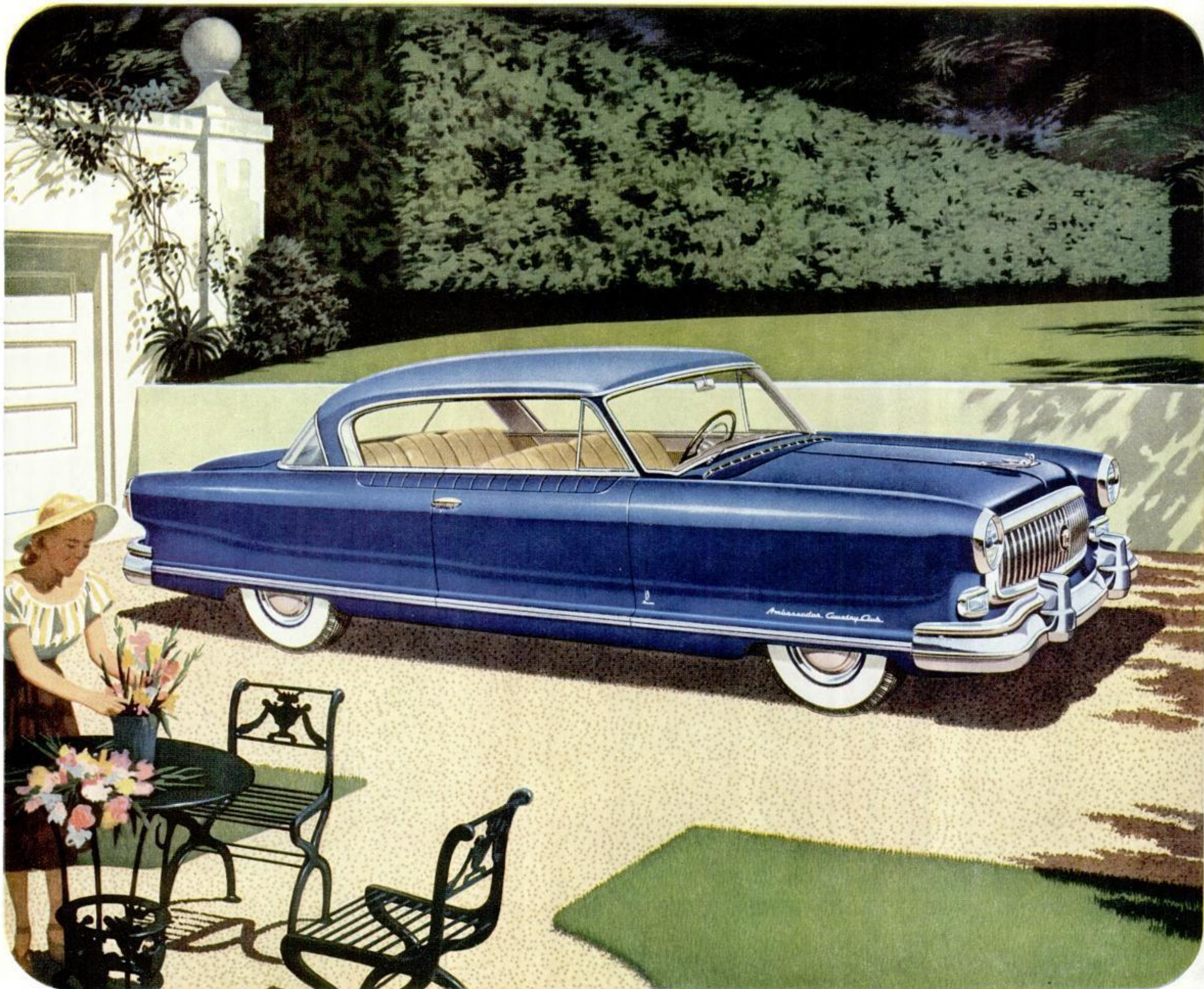


HARVEST OF ARTS
IN THE MIDWEST

—
COED OPERA STUDENT
FROM INDIANA

20 CENTS

MAY 18, 1953



The new continental-styled Nash Ambassador Airflyte. Three transmission choices, including Automatic Overdrive and Dual-Range Hydra-Matic Drive. White sidewall tires, hood ornament designed by Petty, optional.

Why Buy Just Half A Fine Car?

Are you missing half the fun of a fine car—the *better* half? We think you are—unless you're driving a new Nash Ambassador!

For it isn't only the sheer beauty of Pinin Farina's continental styling that makes Nash so thrilling nor even the excitement of its Super Jetfire power.

Here—in a Nash Airflyte—you step into a whole new world of travel pleasure no other car can offer!

Imagine travel in reclining seats (widest in any car) that banish fatigue . . . that let

you nap while others drive . . . that give you a "twin bed" cabin in the woods at night, even to insect screens.

Imagine driving all day without a stop for gas . . . traveling free of dust, in air filtered and conditioned by the Nash "Weather Eye" System. Imagine the ease of completely new Nash Power Steering . . . and the Airflyte ride experts rate "the finest of all".

See what new horizons open up—when you look through the widest windshield and rear window ever built into an automobile!

You can even have the mighty "Le Mans" Dual Jetfire Engine—the Nash engine that has set America's greatest winning record in the famous 24-hour French speed classic.

Yes, every inch of this continental-styled beauty just *teases* you to travel—to drive and drive as you never have before!

Step up your enjoyment of travel. Won't you ask your Nash dealer for the keys and just take a ride? You'll never again be content with cars that give you only *half* the fun of fine-car ownership.

Take the Key and See—
You'll Find None so New as

Nash Airflytes

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Mich.



Ambassador



Statesman



Rambler

NOW—TWICE THE PROTECTION FOR YOUR FAMILY!

IPANA A.C. ammoniated to reduce decay chlorophyll to stop bad breath all day

*"I feel so lucky to get both
in one tooth paste!"*

says this careful mother

You can have the same double protection for
your family which has so pleased
Mrs. Elizabeth Burbank of Elmhurst, N. Y.

"I want my little girl, Thorne, and my boy,
Kershaw, to escape troublesome cavities if possible,"
says Mrs. Burbank. "So I feel that IPANA A.C.'s
ammoniated ingredients are very important.

"And it's wonderful to have chlorophyll, too—
to know your mouth will be fresh and clean all day."

PROOF: DECAY BACTERIA* DESTROYED!

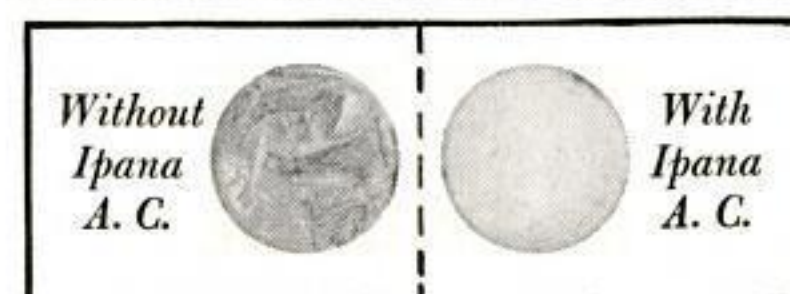


Photo (left) shows over 1,000,000 decay bac-
teria, the *lactobacilli usually associated with
tooth decay. Photo (right) shows that, after
adding IPANA A.C. Tooth Paste, the decay bac-
teria have been almost 100% destroyed.

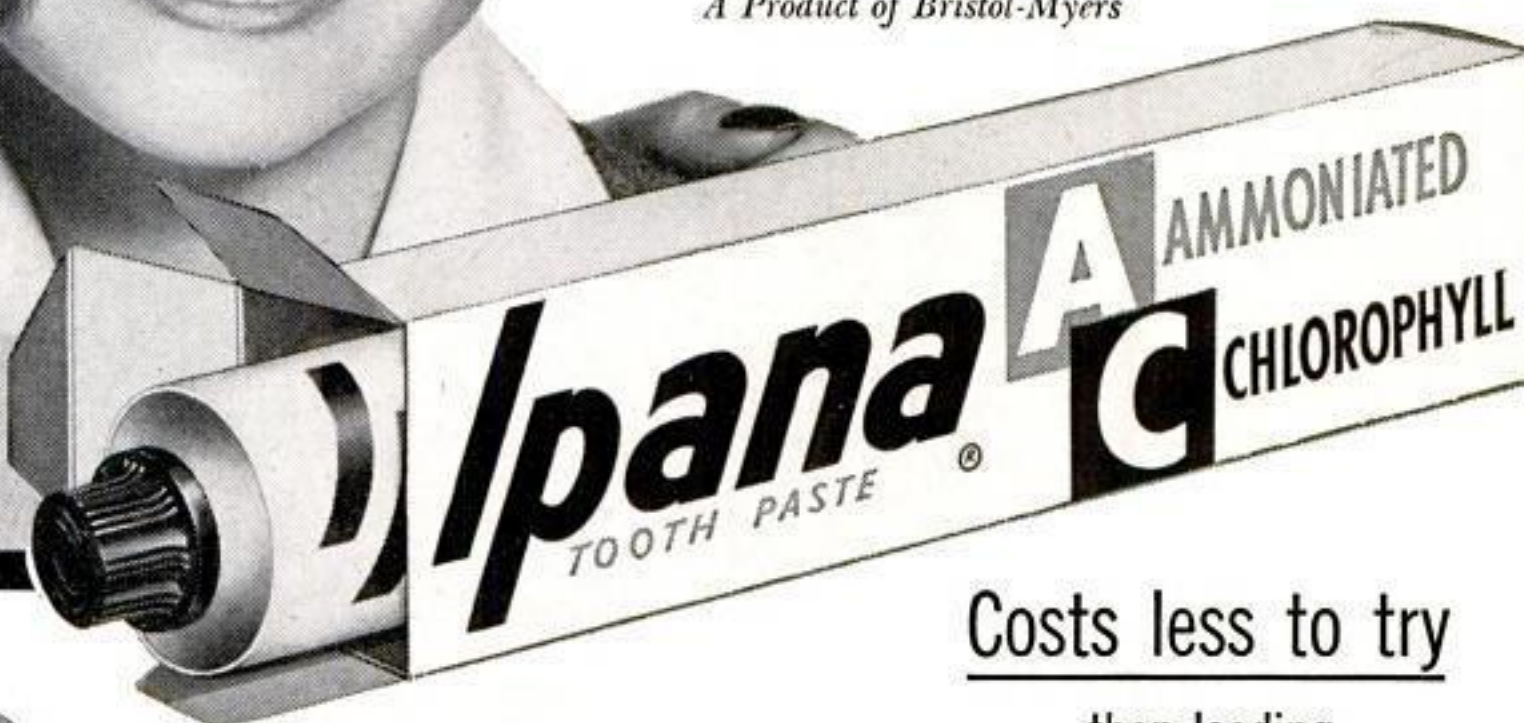
A 2-year test by dental scientists on 784
school children proved the ammoniated for-
mula *twice as effective* in reducing decay as the
ordinary dentifrice tested. And that same am-
moniated formula is in *just one leading tooth
paste*—IPANA A.C.

PROOF: STOPS BAD BREATH ALL DAY!

Scientific odor tests
proved that IPANA A.C.
definitely stopped un-
pleasant mouth odor—in
most cases even 12 hours
after brushing. *Evidence of
long-lasting breath protection
no other leading tooth paste
offers.*



A Product of Bristol-Myers



GUARANTEED NOT TO STAIN!

The only tooth paste certified by the American
Institute of Laundering!

"Some green tooth pastes leave such stub-
born stains," Mrs. Burbank says. "But IPANA
A.C. washes completely off the washbowl,
towels, nighties, even the tooth brushes.

"We all like the cool minty flavor, too—it's
really refreshing."

REMEMBER, no ordinary chlorophyll or ammo-
niated tooth paste—no other type of tooth
paste at all—can give you IPANA A.C.'s doubly-
effective mouth care.



Costs less to try

than leading
chlorophyll tooth pastes!

large
size
only **39¢**

giant size only **59¢**

This One



JKSN-5NE-QL9J



Keep cool under the collar in the Executaire Van Heusen's modern warm-weather business shirt

GRANDFATHER'S eyes would certainly pop if he could walk into almost any modern office on a hot midsummer's day and see the revolution that has taken place in the American business man's clothes.

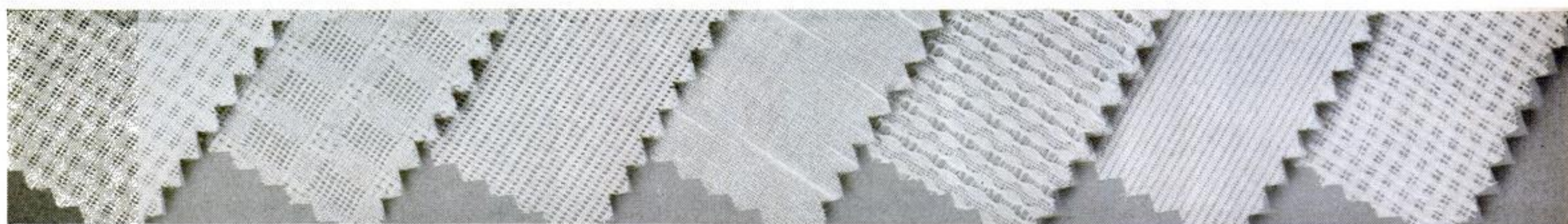
Gone are the "Choker" collars and the cumbersome full sleeves! Gone are the heavy, stifling fabrics that used to pass for summer shirting! Gone—and good riddance!

Today, no matter how high the mercury may mount, the modern office worker can be *both* comfortably cool and smartly turned out . . . in Van Heusen's good-looking, new *Executaire* Summer-weight Shirt!

Here, at last, is a summer shirt as smartly styled and carefully tailored as a regular-weight. Yet the fine cotton fabric is marvelously light—you hardly know you've got it on.

Especially developed by Van Heusen designers, it is made with millions of tiny built-in "ventilators" to let the fresh breezes in.

You'll never get hot under *this* collar . . . yet look at its smart, clean-cut lines. And it's made to stay neat and trim even after a long, steaming day's wearing. So why swelter? Look swell in Van Heusen's new *Executaire*. Priced at only **\$2.95, \$3.95 and \$4.95.**



Phillips-Jones Corp., New York 1, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear . . . and the famous Van Heusen Century Shirt with the soft collar that won't wrinkle ever.

Now-General Electric's "REACH-EASY"

cleaning is yours for only \$89⁹⁵*

Why buy a cleaner that still makes you do push-and-pull, stoop-and-stretch cleaning when the new improved General Electric Swivel-top is yours for only \$89.95.*

Yes, for only \$89.95,* you can enjoy the timesaving, backsaving beauty of "Reach-easy" cleaning!

You just set this new cleaner—even handsomer than ever with its new harmonizing finish—in the center of the average-size room. Then, *without once moving or turning the cleaner*, you reach everywhere in the room—every square inch of rug, even to the top of drapes! For the amazing Swivel-top goes 'round with you as you go 'round the room!



You never touch dirt—or see it! You just toss out the large "Throw-Away" Bag a few times a year—if your household is average size!

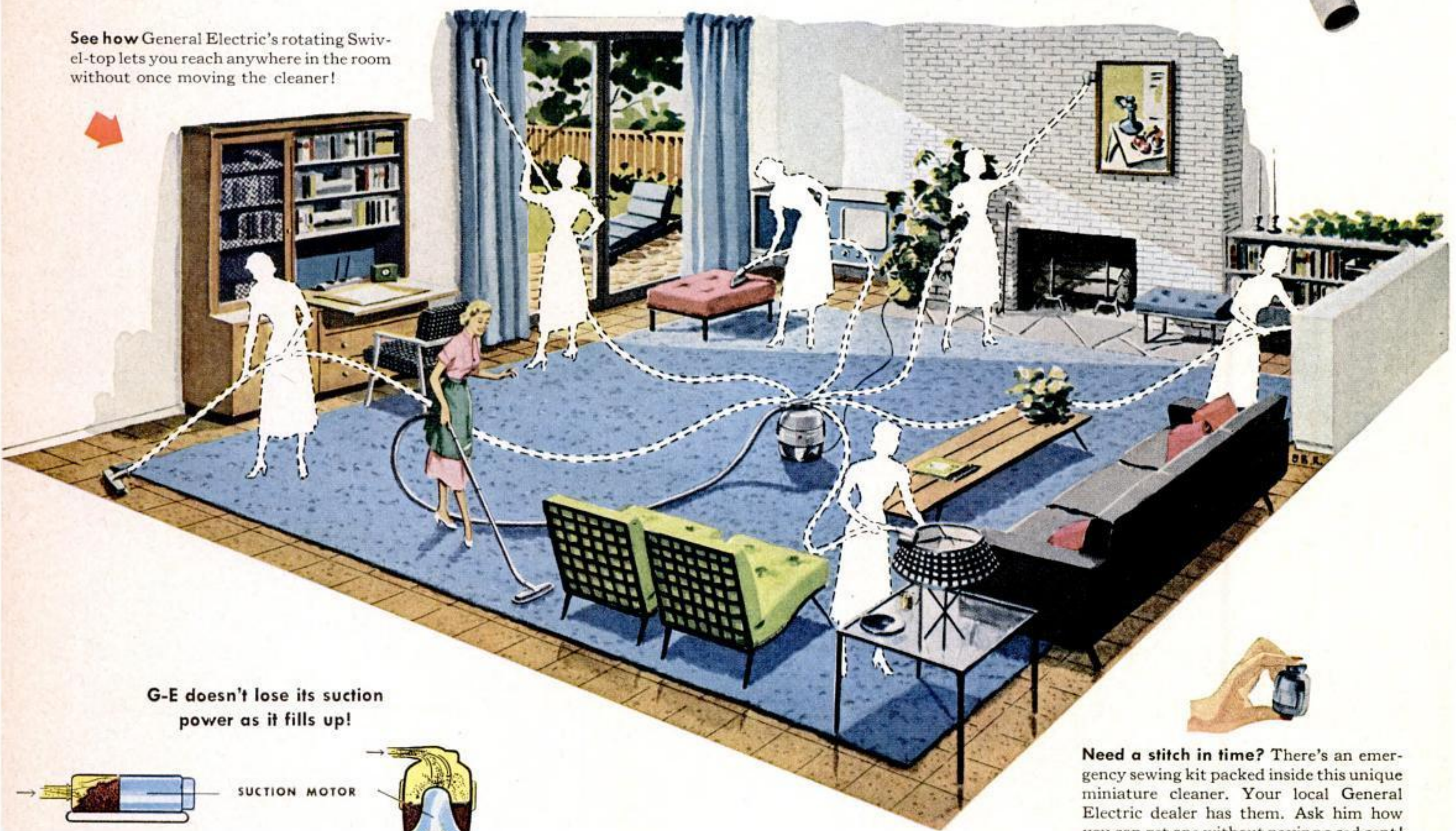


Model C-1

Including caddy and eight attachments

*Manufacturer's recommended retail price.

See how General Electric's rotating Swivel-top lets you reach anywhere in the room without once moving the cleaner!



G-E doesn't lose its suction power as it fills up!



DIRT CLOGS SUCTION

In the ordinary cleaner, dirt piles up against the suction motor—smothering its power. So the cleaner clogs like a pinched soda straw, once it starts to fill up.

DIRT CAN'T CLOG SUCTION

In the General Electric Cleaner, dirt falls away from the suction motor—not on top of it. So you get steady, strong cleaning power until this cleaner is full!

And, ma'am, with this cleaner comes every attachment you'll ever need to keep your home enviably spotless! You've just never seen a beauty that's a better buy than this General Electric. So see it soon at your near-by General Electric dealer's. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.



Need a stitch in time? There's an emergency sewing kit packed inside this unique miniature cleaner. Your local General Electric dealer has them. Ask him how you can get one without paying a red cent!

You can put your confidence in—

GENERAL  ELECTRIC

summer classic



Car illustrated above:
Ninety-Eight Convertible Coupé.
A General Motors Value.

Tops for the "top-down" days ahead . . . the Classic Ninety-Eight Convertible by Oldsmobile.

It's youthful, gay, carefree—and styled to *look* the part. Rakish lines and bold contours are gracefully proportioned to achieve true Classic design. What's more, this spirited beauty acts the part, with the smooth, hushed response of the mighty "Rocket" Engine, with effortless Power Steering* and Pedal-Ease Power Brakes*. You're cordially invited to drive this Classic Convertible. Visit your Oldsmobile Dealer soon.

*Optional at extra cost.

"ROCKET" ENGINE

OLDSMOBILE

“What will the telephone
be like
when I grow up?”

It's hard to say, young fellow, but you can be sure there are great things ahead.

Today we telephone from moving automobiles, trains, airplanes and ships far out at sea. And radio microwaves beam telephone calls and television programs from tower to tower across the country.

The day is coming when you will be able to reach any telephone in the country simply by dialing a number.

Perhaps some day in the future you may just speak the number into the transmitter and get your party automatically.

BELL TELEPHONE SYSTEM

*The Best Possible Service
at the Lowest Possible Cost*



"How Can I Afford to Plan for Tomorrow!"

*That's what
Charles Brogdon told his
New York Life agent,
J. L. Cherry, fifteen years
ago. The steps they took
to make the future secure
may be of help to you . . .*



Charles Brogdon enjoys farming, doesn't look forward to complete retirement in his later years so much as he does to a gradual "tapering off" of work—with the time and the money to take his family on some trips.

Charles and Vaneta Brogdon and their two children, Gail and Martha Jo, live on a farm about two miles south of Blytheville, Arkansas. In their story you may find the answers to problems of your own—about the future of your family and how to plan for it.

Charles and Vaneta were married in 1937—"on a shoestring." Charles was making only \$60 a month as a clerk. His young wife played the piano as an accompanist and earned about \$6 a month.

Soon after, J. L. Cherry, New York Life agent in Blytheville and an old friend of Charles Brogdon's father, called on the couple and suggested that they start planning and building their future financial security. Young Brogdon smiled and said, "With what?" His savings were small, indeed. He had a \$1000 New York Life policy which he had taken out just after he finished high school—but that was all. Nor could he see his way clear to taking out any more at the time.

Mr. Cherry agreed. But at the same time he pointed out the wisdom of *thinking* about more life insurance protection and of increasing it, if and when it would be possible. They made a preliminary plan that night, based on conditions as they were then.

Many things happened during the next few years. Mr. Brogdon gave up his clerical job and went into farming, where he would be "less cooped up." By 1942 he was able to take out a second policy for \$2000. As his earnings kept increasing, he kept increasing his life insurance. In 1946 he took out an additional \$3000. And

in 1951 and 1952 he took out two more policies for amounts which substantially increased his over-all protection.

Today Charles Brogdon has a fairly comfortable life insurance program. He isn't entirely satisfied, but it is enough to provide a steady income for his wife and to see to it that both Gail and Martha Jo would be able to have the education they want, if he should die prematurely.

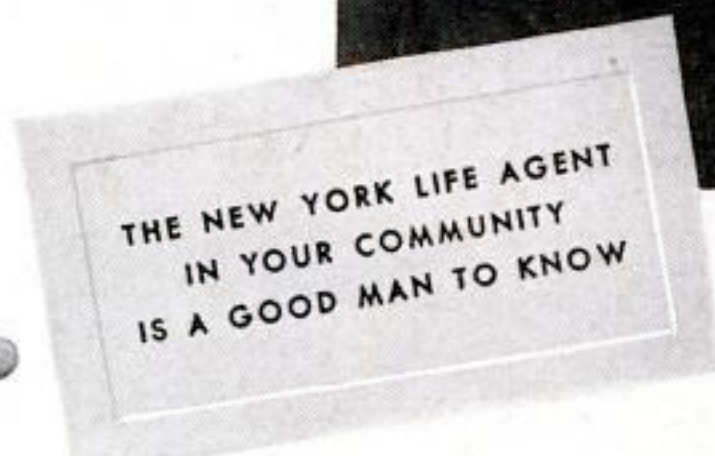
As of now, Mr. Brogdon is growing cotton and soy beans on some 600 acres of land and is looking forward to expanding his farming operations. As he does, he also plans to increase the family security program that he and Mr. Cherry have been building up slowly but surely for many years.

Mr. Brogdon thinks the hardest part of planning is being practical at the start. "If it hadn't been for Lou Cherry, I'd have put off my life insurance program until I could do 'something big.' You know—take out one big policy to take care of all my needs. That day hasn't come yet, but meanwhile I've got real protection because I took out smaller policies when I could."

If you would like to know more about the steps to take in making your own family's future more secure, write to the address below for our free booklet, "Planning Your Family's Security."

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.



New York Life agent, J. L. Cherry, stops at the Brogdon home periodically to review Charles' life insurance policies so they're kept up to date and in keeping with the family's ever-changing financial requirements for the years to come.



← **What farmer** isn't his own repair man, too? Between his long hours on the farm and "keeping things running" around the house, Charles Brogdon is a busy man—but still finds time to take the family on picnics, go hunting or fishing.

With all her other accomplishments, Gail is also acrobatic majorette and alternate line majorette for the school band.



Little Martha Jo will be in third grade this fall, takes dancing lessons, loves to recite and "play act." Her Dad doesn't know what she wants to be when she grows up but is confident that he'll be able to get her off to a good start in whatever career she eventually chooses to follow.

All names and statements in this advertisement are authentic, and are published by permission.



Box 529, R.F.D. 2, Blytheville, Arkansas, is always a source of news and information to all the Brogdons. While Mr. Brogdon's chief interest is farming and his wife's is homemaking, both are active in many local organizations.



At thirteen, Gail plays piano and saxophone, belongs to the junior choir, studies ballet and acrobatic dancing. Her parents want her to go to college, believe she might make a successful musician, dancer, illustrator or designer.

New! Big General Electric UPRIGHT Freezer for Your Kitchen!

New-style freezer is so roomy! Holds 490 lbs. of food!

WHY IT PAYS TO OWN A G-E FREEZER!



No need to go shopping when the weather's bad. Your compact General Electric Freezer holds a big variety of foods.



You can entertain unexpected guests royally at a moment's notice. No last minute paring, peeling or washing of food!



Food from your garden the year 'round! And you can save on food bills, because you can stock up when the price is right.



So dependable! Your G-E Freezer has the same sealed refrigerating unit that has kept 3,500,000 G-E Refrigerators operating so satisfactorily for periods of 10 years and longer.



New G-E 14-cu-ft Upright Freezer holds 490 lbs. About \$5.36* weekly after small down payment.

Here is General Electric's *newest* food freezer. It holds about a six months' supply of frozen foods for the average family of four, yet the beautifully styled cabinet occupies less than a square yard of floor space.

This compact freezer lets you store seasonal foods in quantity—keeps them where you can reach them easily—any time. The freezer provides constant zero temperature throughout. It freezes fast, operates as quietly as a G-E Refrigerator.

Look for such features as:

- Two sliding, adjustable shelves!
- Two big, removable baskets!
- New Stor-well gives extra storage space under baskets for bulky packages!
- New frozen-juice can-dispenser keeps 16 cans of juice at your fingertips!

You can't match the new G-E Upright Freezer for convenience, utility or economy. See it soon, along with the G-E chest-type models, at your G-E dealer's. General Electric Company, Louisville 2, Kentucky.

CHOOSE FROM G.E.'s COMPLETE LINE!



New G-E 11-cu-ft Freezer holds 389 lbs. Ideal for large families or for those who entertain frequently. About \$4.67* weekly after small down payment.

New G-E 7-cu-ft Freezer holds 245 lbs. Specially designed for smaller homes and kitchens—takes less than 3x3 ft floor space. About \$3.36* weekly after small down payment.



Dependable! Has the same sealed refrigerating system as the G-E Refrigerator!

*See your dealer for exact terms. Prices and specifications subject to change without notice.

GENERAL  ELECTRIC

More than a Girdle... better than a Corset!



New! ... a magical non-roll top, *plus* tummy-flattening "finger" panels that echo the firm support of your own body muscles, as *Nature* intended! Magic-Controller acts like a firming, *breathing* second skin.



New! Tummy-flattening latex "finger" panels firmly assist the gentle lift of your own body muscles. Waist-trimming non-roll top stays up like magic... without a seam, stitch or bone.



New! See how the new boneless non-roll top and the latex "finger" panels are invisibly moulded in. The Magic-Controller itself is invisible under sleekest clothes.



New! Fabric lining inside, with textured latex surface outside. Magic-Controller is as comfortable as your own skin. And it washes in seconds, dries like a miracle!

Amazing *New* Playtex® Magic-Controller*!

With new non-roll top and hidden power panels,
it slims and supports you as *Nature* intended!

Here, for the first time, is *natural* figure control! *Natural* control that works *with* your body, not against it... *resilient*, firm control that revitalizes your proportions, your posture, your pride!

Simply hold Magic-Controller up to the light and see the hidden latex "finger" panels that flatten your tummy, firm your figure... without a seam, stitch, bone or stay. Playtex slims, supports, *never distorts*!

Magic-Controller is *one* smooth piece of fabric lined latex. Every inch reflects *firm* control. It does more for you than *any* girdle, and frees you forever from restricting, constricting corsets.

Dramatic proof of Magic-Controller's power to "fashion" your figure *naturally*, comes when you wear it under the season's new styles. You'll think you've lost a *full* size... no matter what *your* size!



Playtex Magic-Controller with 4 sturdily reinforced adjustable garters.

Look for Playtex Magic-Controller in this newest *SLIM* Playtex tube. At department stores, specialty shops everywhere, **\$7.95** Extra-large size, **\$8.95**

Fabric Lined PLAYTEX GIRDLES from **\$4.95** FAMOUS PLAYTEX GIRDLES from **\$3.50**

Playtex... known everywhere as the girdle in the *SLIM* tube.

*U.S.A. and Foreign Patents Pending

© 1953 International Latex Corp'n... PLAYTEX PARK... Dover Del. Playtex Ltd., Montreal, Canada

The crowning treat in smoking pleasure . . .

Now King Size

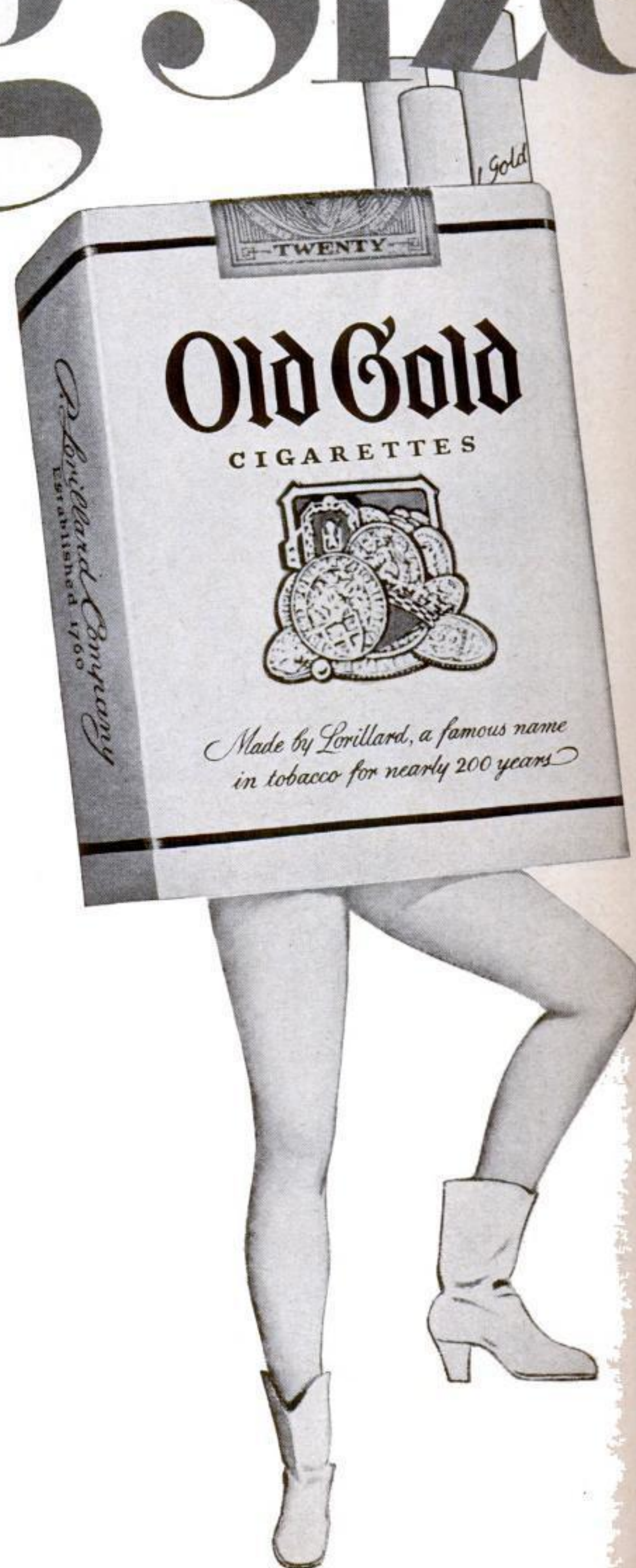
IN THE REALM of good taste, a new sovereign reigns—King Size OLD GOLD . . . with the *finest taste* ever put into a king size cigarette!

Here's the *crowning treat* of them all! A *taste treat* so different that it has made OLD GOLD the fastest growing of all leading "regular" cigarettes . . . *last year* and *every year* for the past *five years* . . . now yours for *extra* coolness, *extra* mildness in King Size.

And it's a *common-sense treat* that simply offers you this assurance: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than OLD GOLD. *You can count on that*, because this conclusion was established on evidence by the U. S. Government.

So . . . smoke OLD GOLD for a *treat* instead of a treatment.

Now—Regular and KING SIZE





Old Gold

CIGARETTES

KING SIZE



*Made by Lorillard, a famous name
in tobacco for nearly 200 years*

DENNIS JAMES

Star of Old Gold's television show
"Chance of a Lifetime"

KING SIZE PRICE A LITTLE HIGHER



Dress by Pauline Trigrère

Figure Control Begins with an Accurate Bathroom Scale



*West of Denver, 50c higher
Available in Canada

With a BORG in your bathroom, weight-watching's easy. For you always know *exactly* what you weigh. Gain or lose a pound, you see it right away...*clearly*, in the BORG's big "Super-Binocular" Dial.

This scale's made like a fine watch...*guaranteed* for life under a Service Warranty. Slim, featherlight, beautiful...and *accurate*. Why guess at your weight, when a BORG costs so little? Colors or chrome, only \$7.95* to \$10.95*. (And what more wonderful gift for a bride!)

You can believe your



A Borg-Erickson product
®

LETTERS TO THE EDITORS

HAMILTON COLLEGE

Sirs:

We on College Hill were all delighted with "Pure Liberal Arts" (LIFE, April 27). There are a few minor points one feels the journalists didn't quite catch, but they are few indeed. As an educator, I want to add that I believe you did a very real service to the cause of liberal arts education.

ROBERT W. McEWEN
President

Hamilton College
Clinton, N.Y.

Sirs:

Your statement that Hamilton was "founded in 1792 by a missionary to the Oneida Indians named Samuel Kirkland" only partly tells the story of an unsung Revolutionary hero.



KIRKLAND

The Rev. Samuel Kirkland (1741-1808), through his influence with the Oneidas, was able at great personal risk to bring about the partial neutralization of the Six Nations during the early years of the Revolutionary War. Whether the Colonies could have fought the British successfully with 3,000 Indian warriors attacking their rear is certainly debatable. Tenacious and wise, Kirkland also played a prominent part in the treaty between the Six Nations and the U.S. in 1784. The State of New York and the Indians jointly granted him a tract of land in 1788, which made possible his gift to Hamilton College.

FRANCIS B. LOTHROP
Boston, Mass.

Sirs:

... As an educator I believe the American college which forces its students to keep their humanities in an airtight compartment while they tackle the practical problems of life in a dual existence is definitely outmoded. I'm all for the small college where an intimate exchange between students and faculty is possible, but Hamilton sounds like a man with a head and no body.

ESTHER BROWN
Greeley, Colo.

Sirs:

... In this time of ills... ulcers, neuroses, heart trouble... it would seem the education of the whole man is extremely important. The responsibility of accomplishing this at Hamilton is in the tender care of some very remarkable gentlemen.

LOUIS C. CATE
Williamsport, Pa.

U.S. COINS

Sirs:

Congratulations on your wonderful numismatic article ("Gems from the Greatest Collection of U.S. Coins," LIFE, April 27), the finest ever published. Other collections have been valued at several million dollars, but none had all the coins Mr. Eliasberg possesses. The collection is worthy of the publicity and so is Mr. Eliasberg...

B. MAX MEHL
Fort Worth, Texas

CONTINUED ON PAGE 15

Best for every lighter!

RONSONOL® LIGHTER FUEL



Lasts Longer! Lights Instantly! Burns Cleaner! Pleasant Scent!
Big 4 oz. can 25¢

RONSON® REDSKIN® 'FLINTS'



Super Sparks! Instant Lights! Handy Five-Flinter
Last longer because they are longer! 15¢

THIS SURE-FIRE TEAM MADE BY RONSON
MAKERS OF THE WORLD'S GREATEST LIGHTER



It's time

So reach for the Bisquick

Just add cream to Bisquick... and enjoy the kind of rich, short shortcake that makes berries seem twice as good. The big color picture on another page may give you an idea.

General Mills, Inc.



For feeding
a family
you can't beat **Bisquick**

Yes Ma'am!
Yes Ma'am!
THREE BAGS FULL
... in the door alone!



*A Care-Free Kitchen
is the Heart of Your
Home... So Set
Your Heart
on a
Crosley!*

"Hello—I'm Margaret Lindsay
... I'm going to demonstrate this
beautiful Shelvador® and other
wonderful Crosley products on
Crosley's Television Show,
'What's My Name?'. Won't you
tune in? See your newspaper for
time and station."

**AND THE SHELVADOR
DEFROSTS AUTOMATICALLY
WHILE YOU SLEEP!**

Your Crosley gives you complete defrosting—automatically—and it doesn't forget the freezer! It defrosts in just minutes from every freezing surface each night while you sleep. Nothing to turn on, nothing to turn off, nothing to empty—the last word in convenience. And it's yours on Model CAE-11, illustrated.



That's right! This big, roomy Crosley door actually holds enough food to fill three 20-lb. grocery bags—*more than twice as much as the average of other leading makes!* Crosley puts more food where you want it—in front, in sight, in reach! See your Crosley Dealer soon, and set your heart on a new Crosley Shelvador Refrigerator. Crosley Division, AVCO Manufacturing Corp., Cincinnati 25, Ohio.

CROSLEY

BETTER PRODUCTS FOR HAPPIER LIVING

Shelvador® Refrigerators • Shelvador® Freezers • Electric Ranges • Room Air Conditioners • Sinks and Food Waste Disposers • Electric Water Heaters • Steel Kitchen Cabinets • Automatic Dishwashers • Radios • Television



Your kitchen deserves
America's Favorite and Finest Enamel!

KEM-GLO

LOOKS AND WASHES LIKE BAKED ENAMEL

KEM-GLO in Caprice Yellow and Crystal Turquoise makes a kitchen sparkle with color that is so easy to keep spotless.

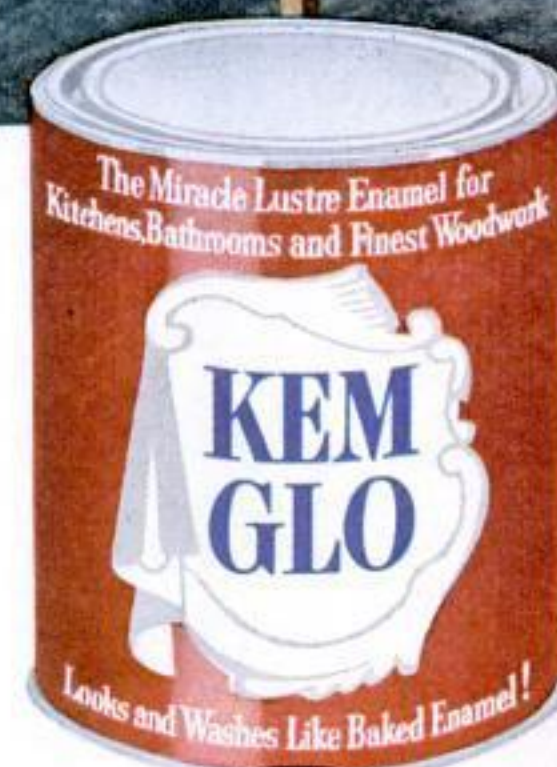
Now . . . you can have lovely, colorful walls and ceilings in your kitchen and bathroom . . . when you use KEM-GLO, the miracle alkyd enamel. Its rich, subdued lustre looks like baked enamel and washes as easily as your refrigerator. KEM-GLO is ideal, too, for all woodwork throughout your house and for indoor and outdoor furniture. Choose from more than a hundred decorator-styled colors . . . all matched to SUPER KEM-TONE.

READY TO USE . . .
 JUST STIR AND APPLY

\$1.45 PINT

\$2.49 QUART

\$8.35 GALLON



Kem Products Distributed by . . .

Acme Quality Paints, Inc. . . . Detroit
 W. W. Lawrence & Co. . . . Pittsburgh
 The Lowe Brothers Co. . . . Dayton
 John Lucas & Co., Inc. . . . Philadelphia
 The Martin-Senour Co. . . . Chicago
 Rogers Paint Products, Inc. . . . Detroit
 The Sherwin-Williams Co. . . . Cleveland

If you wish, we will gladly recommend
 a painting contractor for any of
 your painting needs.



KEM-GLO IS EASY TO APPLY. No undercoater needed. Just one easy coat covers most surfaces. No brushmarks. It dries in 3 to 4 hours to a hard finish that looks and washes like baked enamel. Even ink, cooking spatters, beverages wash off easily . . . they can't penetrate KEM-GLO's smooth, tough surface.

SUPER KEM-TONE . . . The De luxe Easy-to-Use Wall Paint

Repeated Washing Can't Mar Its Matchless Beauty!

SUPER KEM-TONE . . . the wonderful new latex-base paint you hear so much about . . . so amazingly durable that repeated washings won't mar its beauty. Ready to use, easy to apply, quick to dry . . . a "new" room in a day. Lovely new colors, matched with KEM-GLO.

\$1.65 QUART \$5.19 GALLON
 (Deep Tones \$5.45 Gallon)

SUPER KEM-TONE, KEM-GLO AND KEM-TONE ARE SOLD AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

IT'S A FAMILY TRADITION



...the baby's bassinet!



...the dependability of
Johnson's Baby Products



When you buy cotton tips...
buy the dependable
JOHNSON'S brand!

LETTERS TO THE EDITORS

CONTINUED

Sirs:

You stated that Mr. Eliasberg's Two-Cent piece was the first to bear the words "In God We Trust." But I have a Two-Cent coin dated 1864 which also bears this inscription. Is this LIFE's error? And what makes his 1873 coin more valuable than mine?

MRS. CHESTER C. HEEFNER
Yeagertown, Pa.



"IN GOD WE TRUST," 1864

● LIFE referred to Two-Cent pieces as the first American coins of any denomination to bear the motto. They were first struck (20 million) in 1864. But only 600 were struck in 1873, the year the coin was discontinued, and the 1873 Two-Cent pieces have now become collectors' items.—ED.

Sirs:

I am curious to know why Collector Eliasberg considers his 1802 Half Dime a gem. I understand Half Dimes can be purchased in any coin shop for less than a dollar. . . .

EDGAR HAINES

Lynn, Mass.

● Some dated 1829-1873 can be, but 1802 U.S. Half Dimes, of which 13,010 were issued, are rare. Only about 36 are known to exist.—ED.

Sirs:

I wonder how many Americans are rubbing old coins, looking for dates, searching for mint marks? I know I am. . . .

MRS. LYLE HENRIKSEN

Ft. Pierre, S.D.

MODEL'S PYGMALION

Sirs:

Your Speaking of Pictures (LIFE, April 27) on models learning to look alive for television is indeed interesting. Who is the enterprising man or woman who Pygmaliions these lasses?

TED SCYTHES

New York, N.Y.

● Betty Cashman, a dramatics instructor in New York.—ED.

STALIN'S SECRETS

Sirs:

I was greatly impressed with all four instalments of "The Ghastly Secrets of Stalin's Power" (LIFE, April 6, 13, 20, 27) by Alexander Orlov. It is very seldom that we are fortunate enough to have such a first-hand report. Now when there is a possibility of struggle among top Soviet rulers Mr. Orlov helps us a great deal to understand what is going on in the Kremlin and what we can expect in the future.

GEORGE BASKEVITCH

San Francisco, Calif.

CONTINUED ON NEXT PAGE

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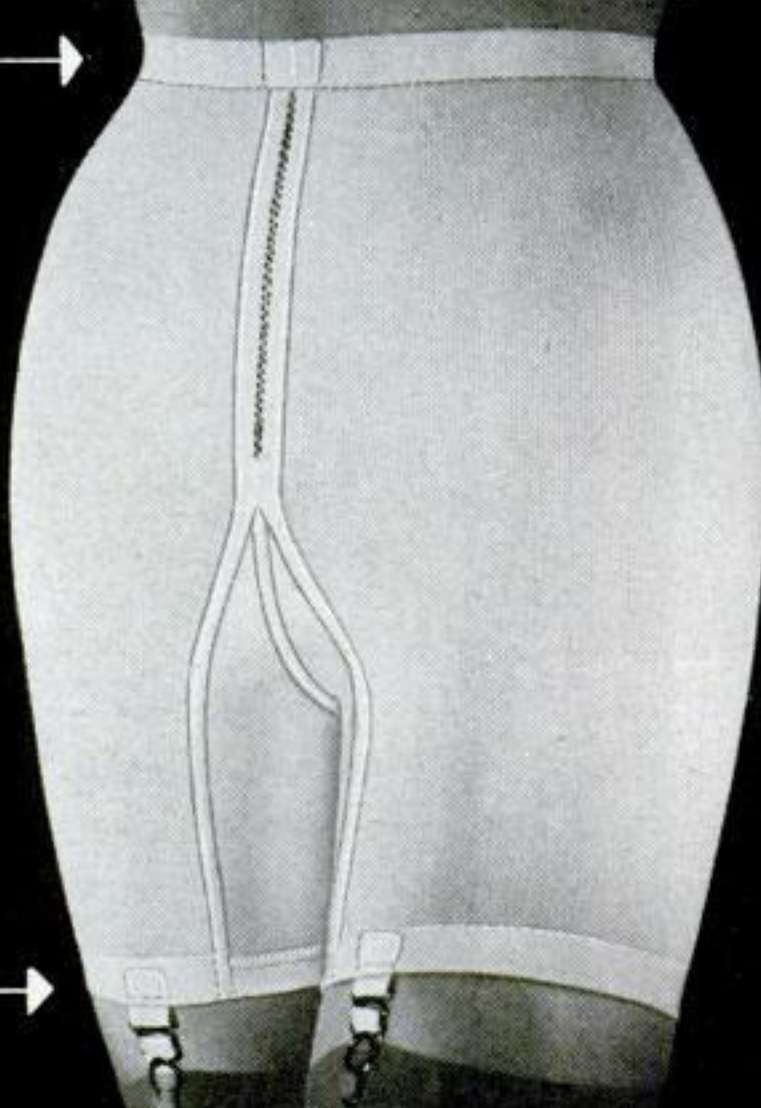
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LETTERS TO THE EDITORS

— CONTINUED —

Sirs:

Your Orlov series brought to my mind another that appeared in the *Century Magazine* (1888-89), written by George Kennan, uncle of the present George Kennan, recently our ambassador to Russia.

The senior Mr. Kennan was an expert telegrapher. At the age of 20 he was sent on an expedition to Siberia to survey a possible route for a new telegraph line. This experience made



EXILES ATTEMPTING ESCAPE

him a recognized lecturer and writer on Russia. In 1885 the *Century* sent him back to get inside information on how political exiles were treated. Men and women, he reported, were forced to march many hundreds of miles in cold and snow to work in the mines of northeastern Siberia. Drawings illustrating Mr. Kennan's articles showed these conditions, and the series produced a sensation in the U.S.

DAVID A. WOLSEY

Saginaw, Mich.

Sirs:

Indignation and disgust at the acts of these men has aroused me to the realization that our defense and future is in the hands of free-thinking individuals who will assert their rights and act democratically. I am sure your good work is having a profound effect on the American public.

HOWARD HOLLANDER

New York, N.Y.

Sirs:

Many of the scores of DPs I talked to in Western Germany were of the same opinion as Herbert Solow (Letters to the Editors, *LIFE*, April 27) who said Stalin's victims confessed to escape interminable torture. One who had been in the same cell as the arrested Party members told me about a man who paced the room, complaining of his difficulty in composing the "story" of his relations with Japanese Intelligence. What in heaven's name could he tell? He had never even seen a Japanese. But the story had to be credible. The general opinion being they had to die anyway, many tried as he did to oblige with confessions to avoid further tortures. Many also accepted the idea they had to sacrifice not only their lives but their honor for the sake of the Party. . . . But I would not be as sentimental about them as Mr. Orlov is—they were responsible for as many deaths as Stalin.

PAUL MEYER

Detroit, Mich.

PYRAMID'S SECRET

Sirs:

I congratulate you on your splendid presentation of the new discovery at Palenque ("Pyramid's Secret," *LIFE*, April 27). But I believe the designation of the temple tomb as that of a ruler might be challenged. I suggest it

CONTINUED ON PAGE 18

NOW AT YOUR HARDWARE DEALER'S B.F. Goodrich garden hose BARGAIN



Signal rubber hose guaranteed by
B. F. Goodrich sells for 1/3 less than most
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FULL VALUE — will take more abuse — gives far better value than low-priced plastic hose.

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FULL-FLOW COUPLINGS — for smooth, even flow of water. Made of light, strong, rustproof brass alloy.

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Get a bargain! Get B. F. Goodrich Signal rubber garden hose at your hardware or department store. *The B. F. Goodrich Company, Akron, Ohio.*

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Three roll package
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GUARANTEED TO CONTAIN NO SODA

GOOD EATING ANY
TIME — SUGAR-SWEET
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More Flavor
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Ask Your Grocer For The
SUN-MAID THRIFT-I-PAK—
Six Handy Pocket Packs At Today's New Low Price!

YOU ought to look into the world of new things done to the 1953 Buicks.

New power added. Compression raised. Ride improved. Interiors suaved. Miles-per-gallon bettered. Value stepped up.

And getaway — that's been given the top-drawer treatment.

You zoom from a standing start to a legal 25 mph before you can say and spell "Jack Robinson."

You get this exhilarating getaway with far more quiet.

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Want to know the reason for this spectacular take-off?

Well, part of it is power—higher horsepowers and compression ratios in all new Buicks — with the world's newest and most advanced V8 Engine in the SUPER and ROADMASTER.

Try this one for take-off!



But mainly, it's the new Twin-Turbine Dynaflow Drive* that works the miracle. A new Dynaflow with two turbines instead of one—which, the engineers explain, has more efficiency, greater torque multiplication, less getaway sound.

The simple fact is — no other car in the world can reach 25 mph from a standing start with the combined swiftness, silence and smoothness of a Buick with Twin-Turbine Dynaflow.

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Wire wheel covers illustrated, optional at extra cost.

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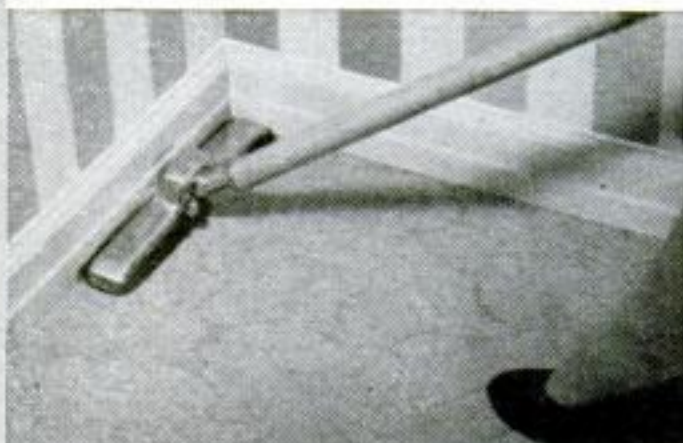
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SHORT CUT CLEANING BY WESTINGHOUSE

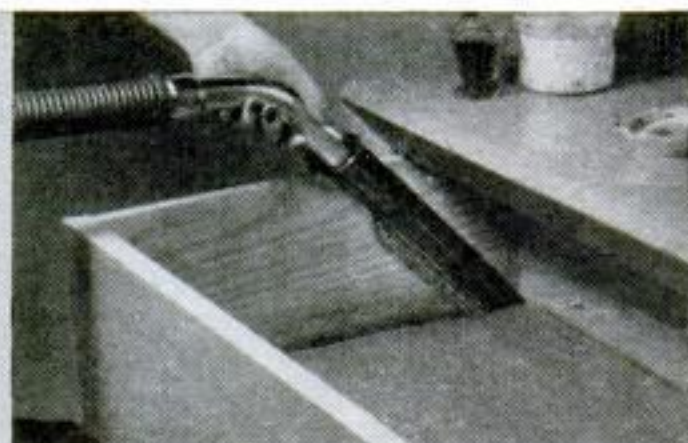
New Cleaner performs over 100 household jobs



TV star Betty Furness demonstrates Westinghouse Short Cut Cleaning. Extra cleaning power of the new Westinghouse Cleaner is obtained through a skillful blending of air flow and suction. This, combined with a versatile group of cleaning tools, offers a short cut to every cleaning and dusting problem.



Cleans right up to the baseboard, gets under low modern furniture and into all those hard-to-reach corners.



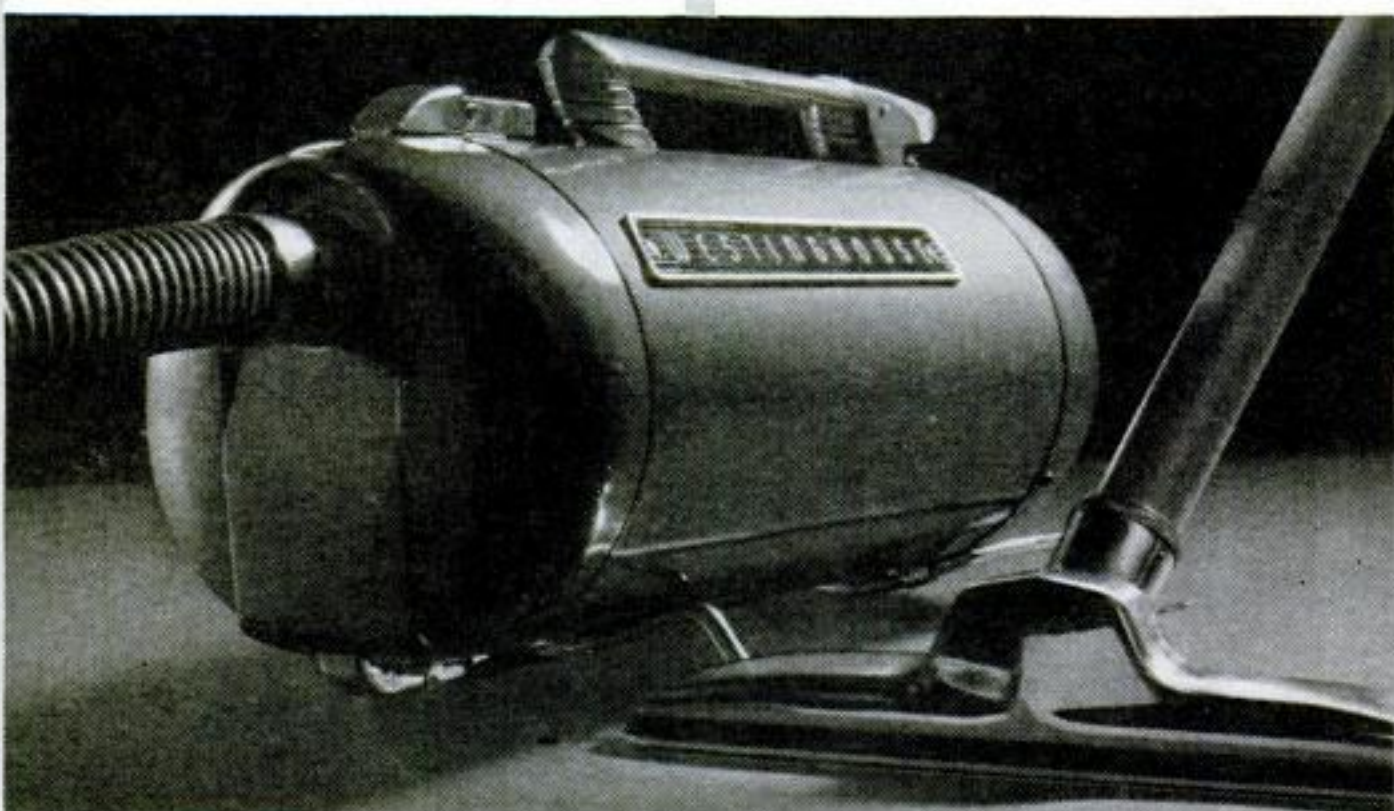
Crevice Nozzle with an attached brush cleans radiators, registers and down and in-between cushions.



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Westinghouse STUDIO ONE... MEET BETTY FURNESS... FREEDOM RINGS

LETTERS TO THE EDITORS

CONTINUED

was designed to be sanctified with the body of a sacrificial victim.

The underground passageways and chambers could not have been constructed after it was built; they were part of the original design. From inception to completion required years. It is hardly probable that a ruler, who had the power to construct such an edifice as his tomb, would have possessed such perfect teeth by the time of his burial. Everything would indicate this place was designed in advance to hold the body of a noble young man whose worthy spirit would possess the structure. Even the carving of a sacrificial victim on the coffin lid supports this. . . .

C. E. BINGHAM

Westfield, N.J.

● Bodies of Mayan sacrificial victims were usually so mutilated as to be past the possibility of preservation, which indicates the Palenque body is probably that of a ruler. But so little is known of Mayan customs at that time that, like Mr. Bingham, archaeologists are still guessing.—ED.

A NEW VENUS

Sirs:

"A New Venus to Rival De Milo" (LIFE, April 27) was interesting, but the photograph of Venus' left foot was somewhat disconcerting. It so happens my husband and I have had several friendly arguments concerning which toe should be longer—the big toe or the second toe. My big toe (below, left) is longer and I think this is as it should be. My husband says the picture of Venus' foot (right) proves the second toe should be longer. What do you say?

MRS. HENRY F. ALSOBROOK
Alton, Ill.



PLEBEIAN vs. ARISTOCRAT

● Ancient Greeks considered a longer second toe aristocratic, a bigger big toe plebeian.—ED.

CONTINUED ON PAGE 20

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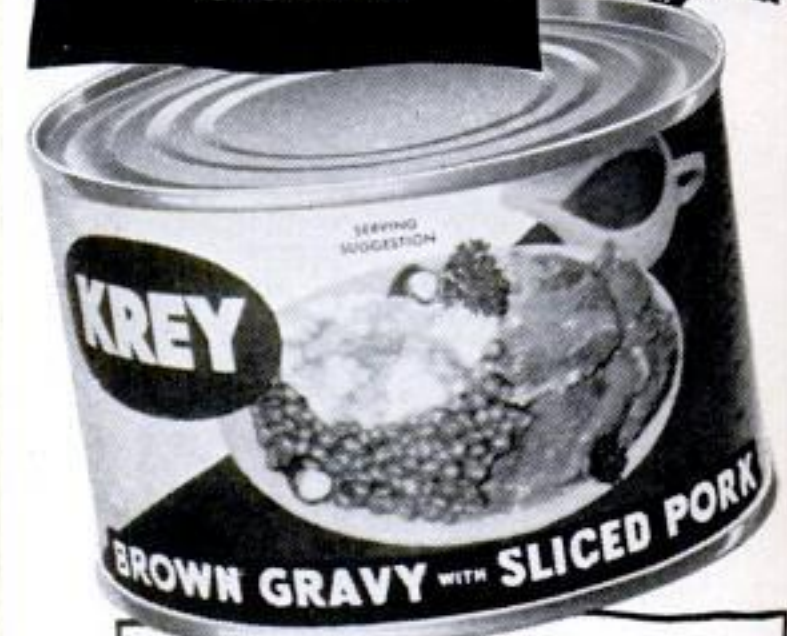
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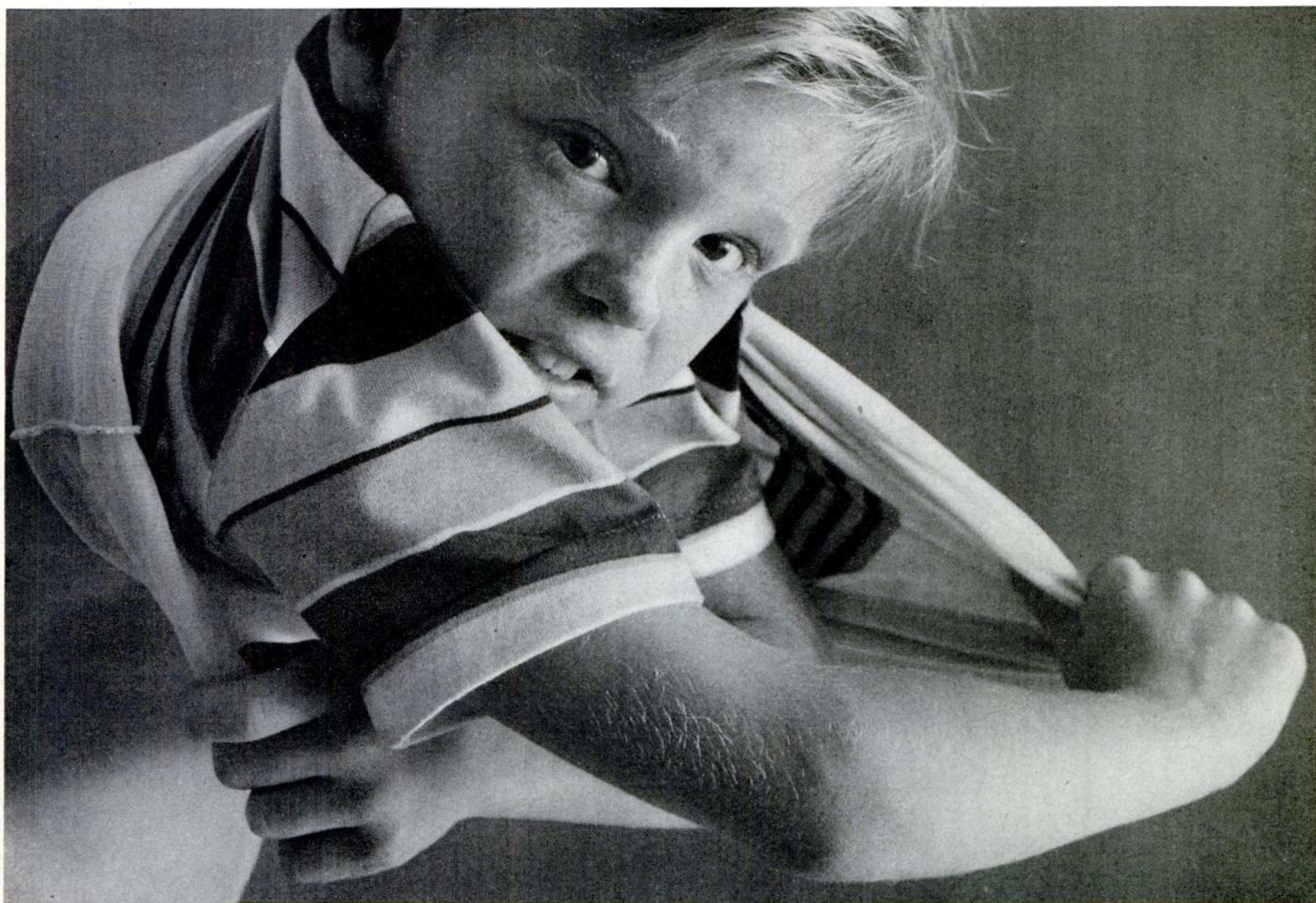


It's no trick at all to please him in minutes with these perfect slices of U. S. Govt. Inspected Pork. And no wonder, for they are flavor-roasted like you'd do it and you get plenty of bubbling rich brown gravy to serve on top. Just heat and it's ready! Mmmmm delicious! Keep several cans of Krey Sliced Pork or Sliced Beef on hand... he'll love you for it! Look for them at your grocer's today!

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they look and feel,
wash and wear, keep their

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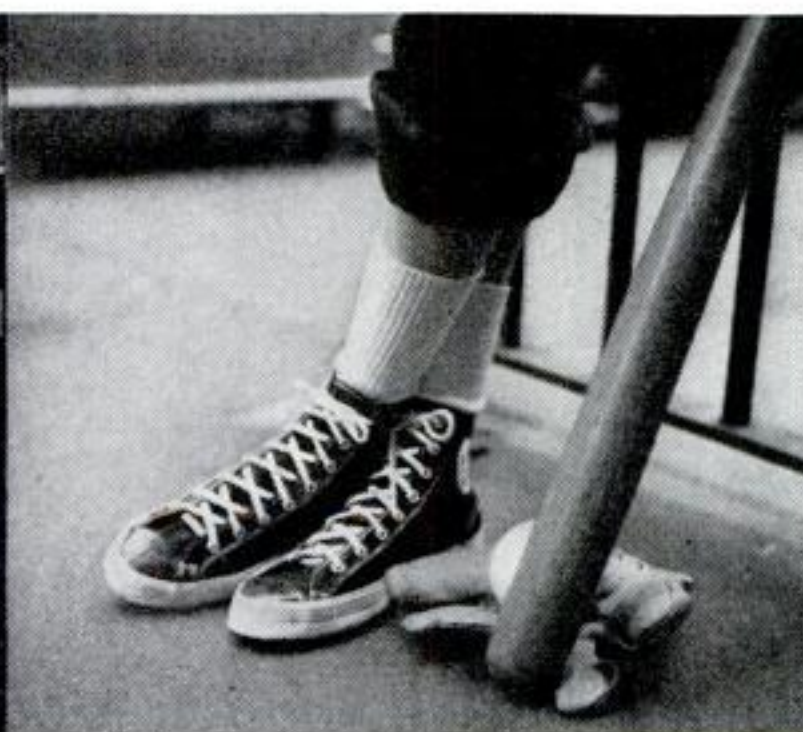


boys' wear made of *Durene** ... the quality cotton yarn

*T. M. REG. U. S. PAT. OFF. DURENE ASSOCIATION OF AMERICA, 350 FIFTH AVE., N. Y.



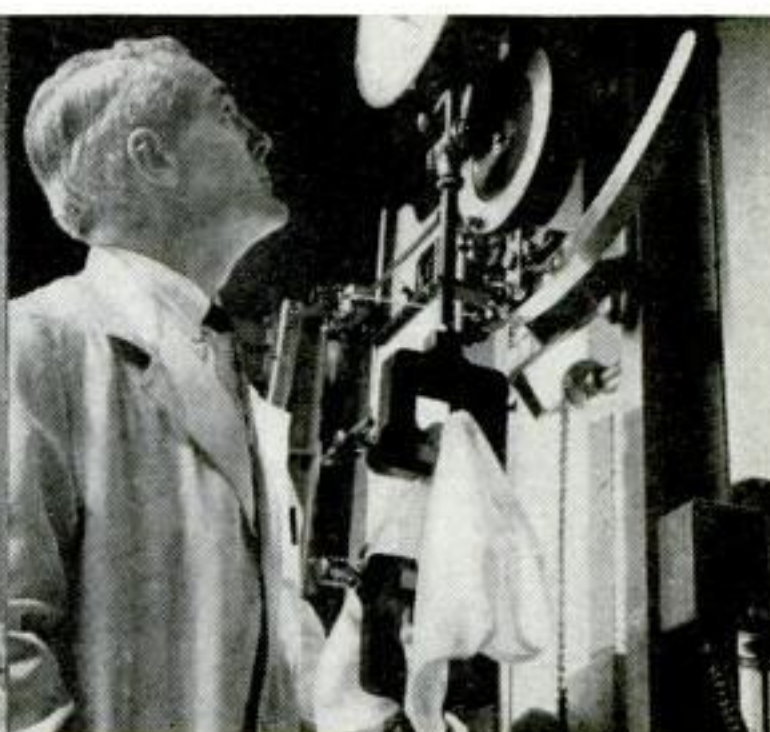
Once and for all, Durene cotton yarn banishes the bane of the polo shirt—loss of shape, lack of fit, stretched-out neck. Polo shirts labeled “Durene Yarn” stay trim and true to size their whole lives long!



Afoot, Durene yarn turns in the same astonishing performance. Socks of Durene yarn wear and wash like wonders (Durene is stronger wet than dry). Look better, too, because this yarn takes truer colors!



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Every cotton knit labeled “Durene Yarn” is subject to the Durene Quality Control Plan from yarn to finished garment. *Always* look for the label—featured by *hundreds* of makers of knitted cotton garments!

**check
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scalp!**



Dry scalp causes hard-to-manage hair. And it can also give you loose unsightly dandruff!



There is a way to check dry scalp and keep your hair looking *naturally* well-groomed. 'Vaseline' Hair Tonic checks dry scalp by blending with *natural* oils in your hair. *Result:* loose dandruff is relieved, your hair *behaves* without being plastered down by a gummy grooming agent. Try 'Vaseline' Hair Tonic today. Contains no alcohol or other scalp-drying ingredients.

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naturally
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Vaseline HAIR TONIC

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LETTERS TO THE EDITORS

CONTINUED

CORONATION PLANS

Sirs:

Thanks for A. P. Herbert's charming account of the preparations for the coronation ("Here Comes the Queen!" *LIFE*, April 27). Though written by England's leading humorist, I found nothing funny in it. On the contrary, it was intensely moving. It is humanity's misfortune that there are not more countries in the world like England—stalwart, loyal and forthright—whose glorious traditions are forever dear to the hearts of its subjects.

JOHN H. EARLE

Sarasota, Fla.

Sirs:

I was not surprised to find *LIFE*'s wonderful cover picture was taken by Baron. I have seen many, many pictures of beautiful women glamorized by his camera, or should I say Baron's use of his camera? But though I've seen his work frequently, I've never seen a picture of him.

PAULA DE MENNA

Larchmont, N.Y.

● Here he is with Zsa Zsa Gabor.
—ED.



BARON GLAMORIZES GABOR

MAU MAU (CONT'D)

Sirs:

I was more than surprised that Mr. P. F. Swier's letter on Ruark's Mau Mau article (*Letters to the Editors*, *LIFE*, March 9) mentions my hitting my native driver. Never in my hunting career have I needed to hit any of my men. They are a highly trained team, know their jobs. The driver in question was not even on the safari I did with Mr. Swier in 1951.

MYLES TURNER

Nanyuki, Kenya

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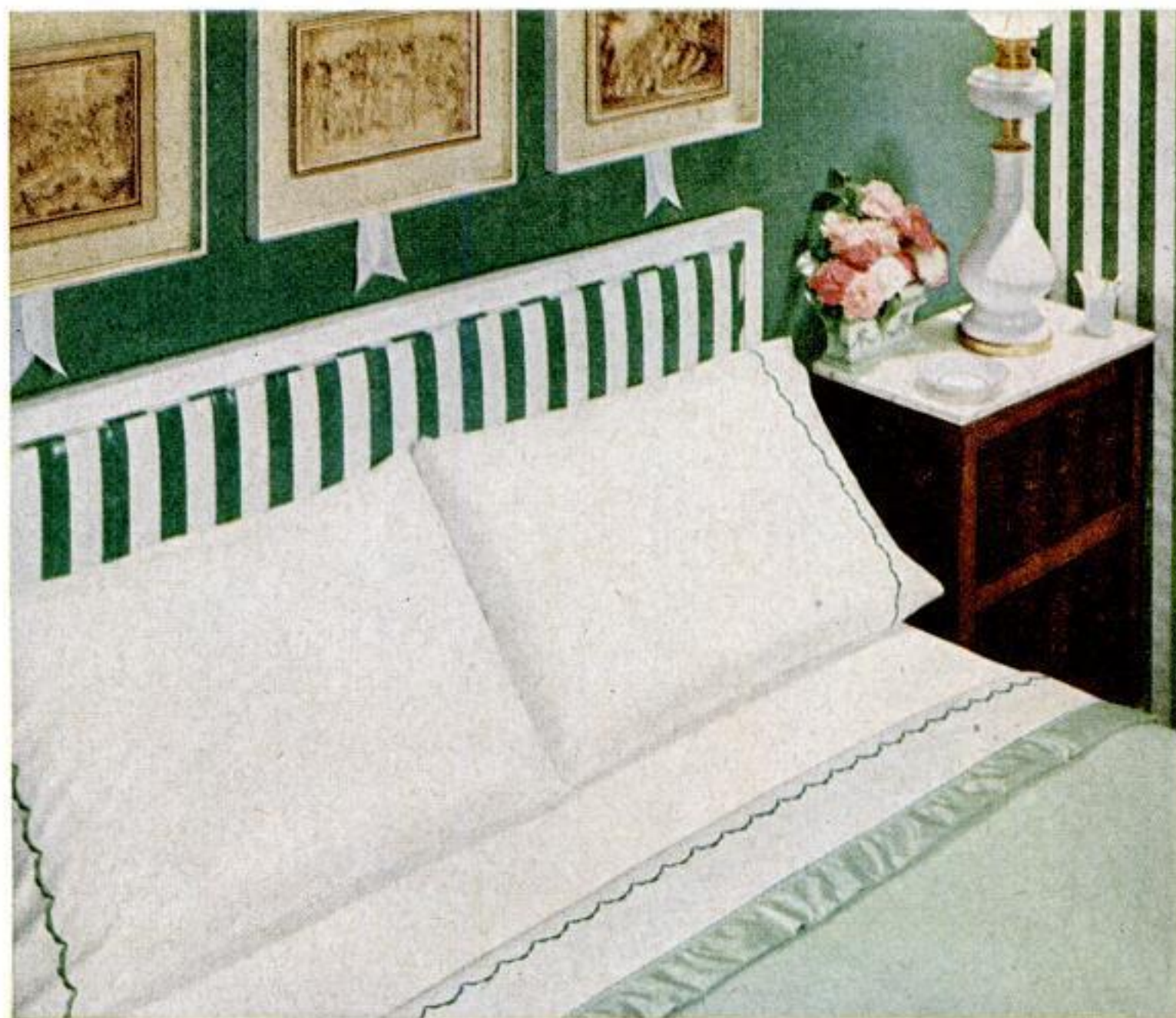
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You can do such lovely things for your bed (and yourself!) with sheets in *your* most flattering Cannon color. Perhaps Pink Lilac, Cannon's newest sheet color, above. Or do you favor one of the other Cannon colors shown at right? All *colorfast*, as approved by the American Institute of Laundering. Also radiant, gleaming white.



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In white or colors, these are deliciously soft and smooth percale sheets... created by Cannon for your sleeping comfort—and for long service. In Cannon's wonderful, sturdy *Combspun* percale—the cotton is combed till only longest, strongest fibers remain. Yet you pay only a few pennies more for these long-wearing beauties than for heavy-duty muslin sheets!

*Reg. U. S. Pat. Off.



Fitted sheets for bottom—and top!

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Idea—sheets make budget ensembles!

Use Cannon's True Blue fitted percales for slip covers in an alcove for two. Cut your dust ruffles, etc., from Cannon's regular percales—they cost less than comparable fabric by the yard! Learn how. Get Cannon's booklet, "Make it with Sheets!" Send 10¢, with name and address, to Cannon Mills, Inc., Box 1, Brooklyn, N. Y.

More women use
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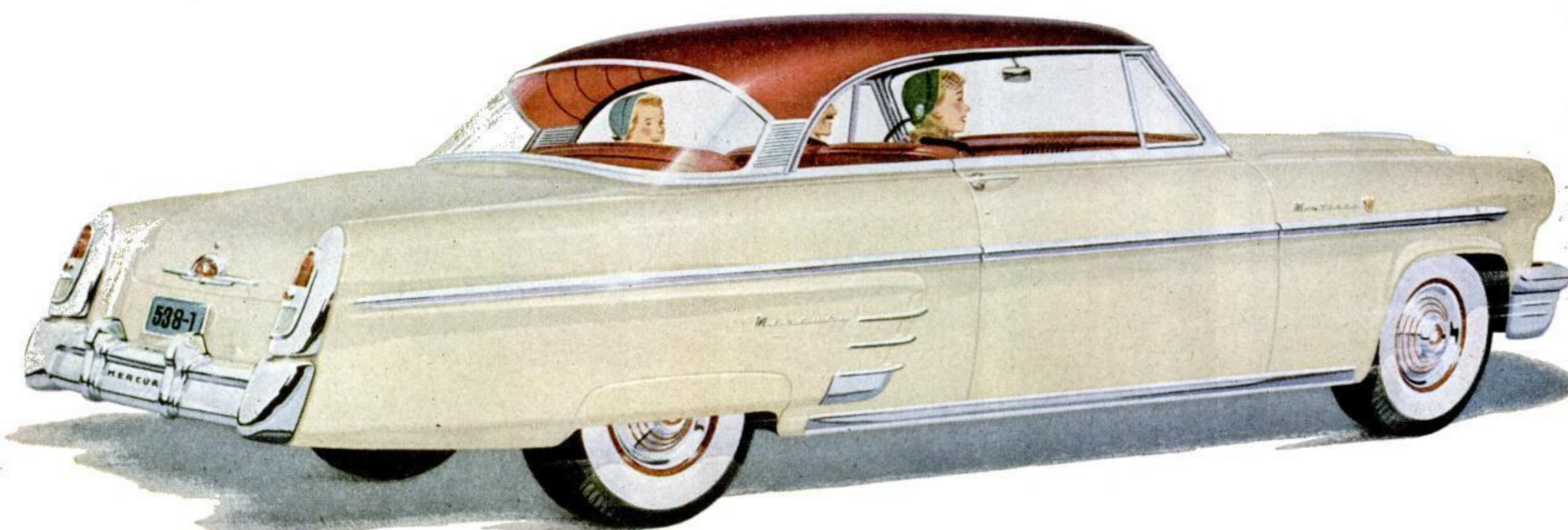


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Why not let your dealer give you all the facts!



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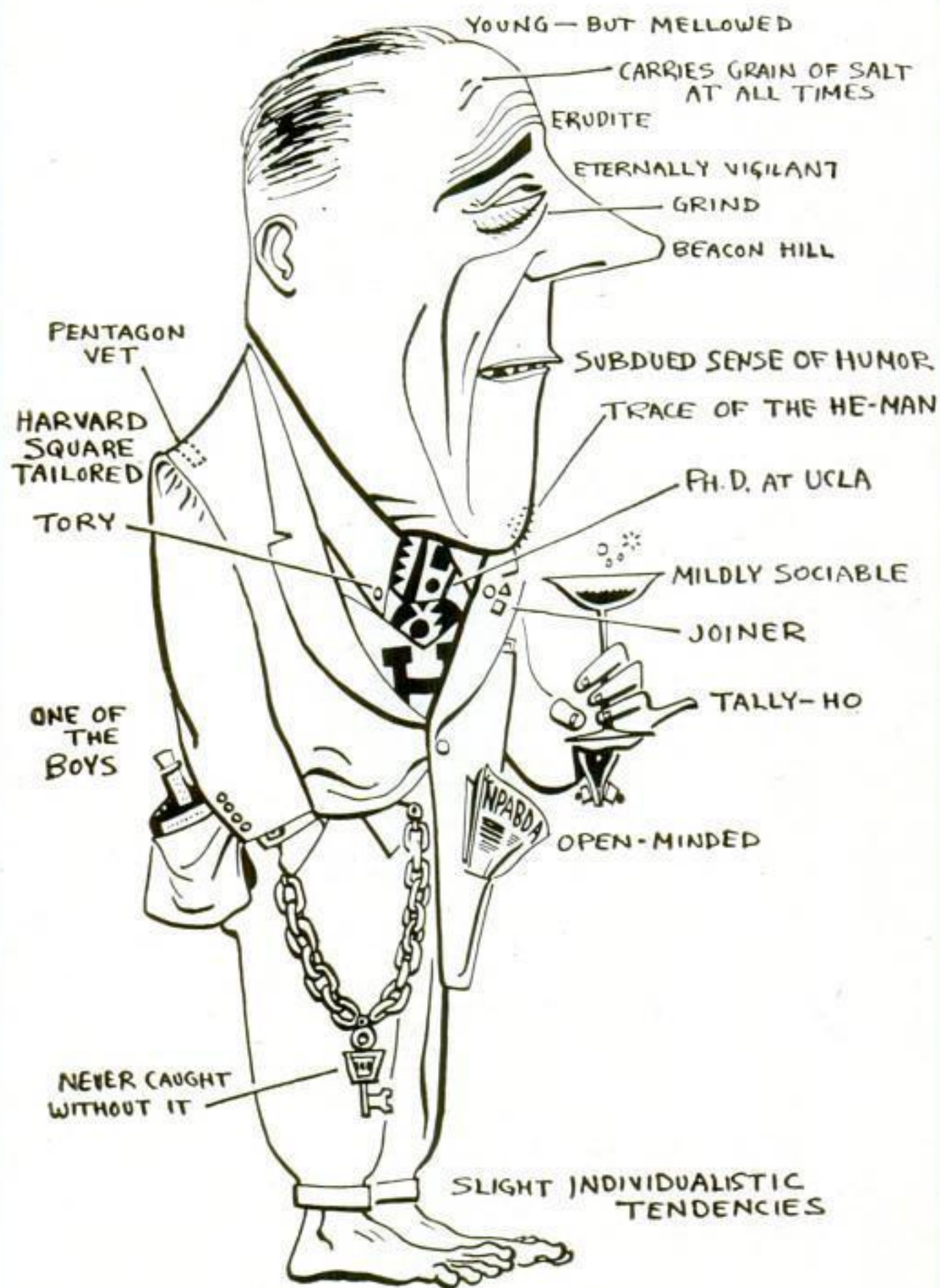
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ALL-AROUND THREAT, perfect in all ways, was drawn by *Crimson's* own cartoonist, David Royce, '56, the only undergraduate cartoonist in the series.

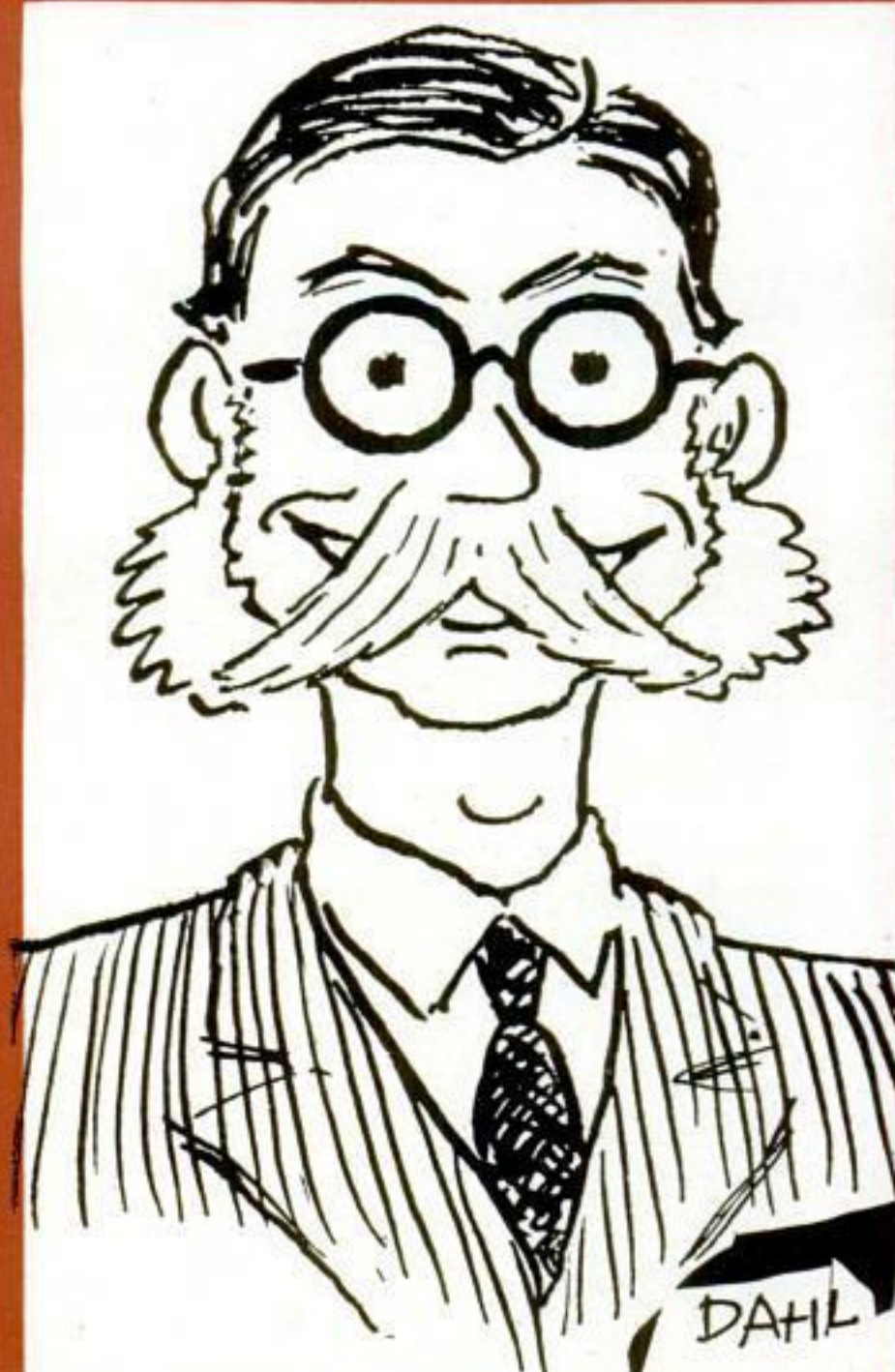


VISIONARY with three eyes and extra spectacles is by O. Soglow, creator of *The Little King*, who said he consulted "astrologer and psychiatrist" before drawing.

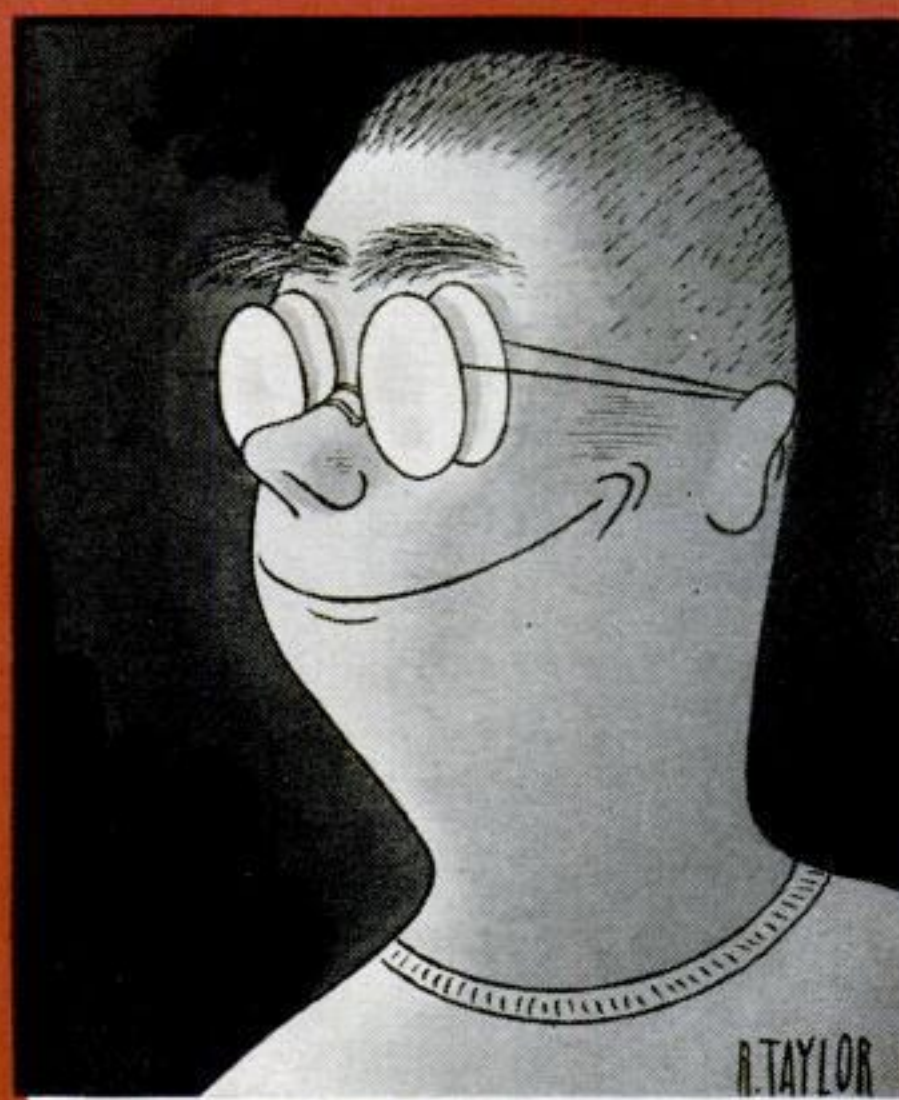
SPEAKING OF

Speculation over Harvard presidency

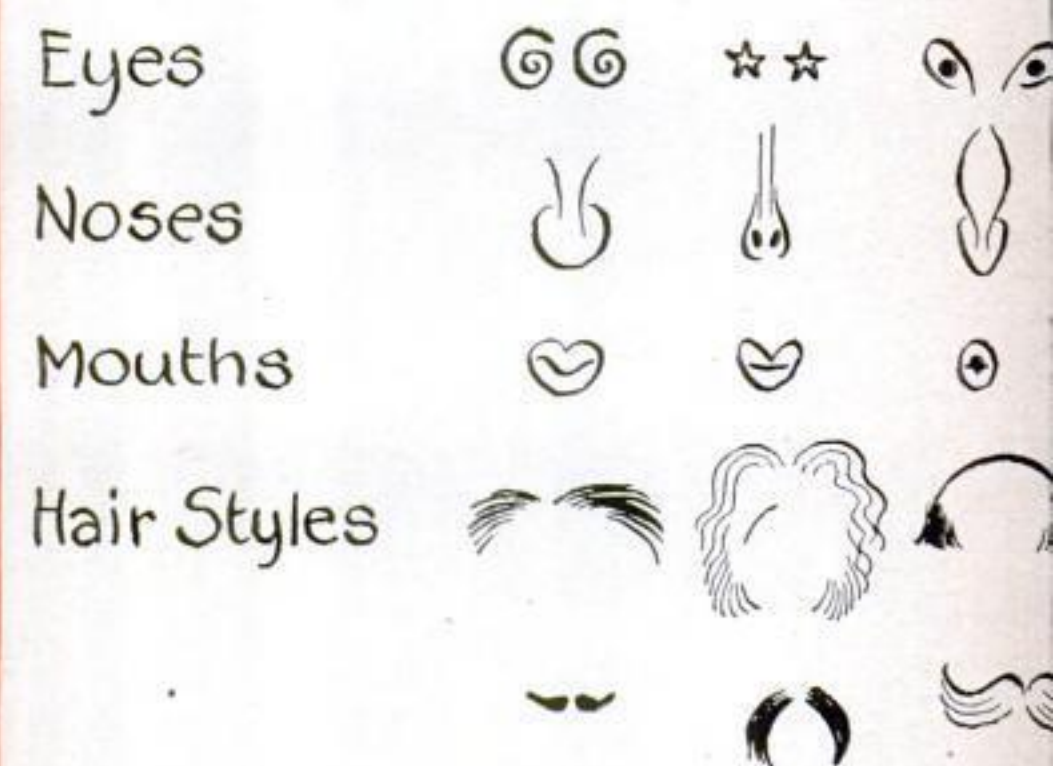
When Harvard's president, James B. Conant, resigned last winter to become U.S. High Commissioner for Germany, the campus became completely preoccupied with speculation as to who would succeed him. Frank Gilbert, a former editor of *The Harvard Crimson*, the college's newspaper, and now at Harvard Law School, asked some of the leading cartoonists in



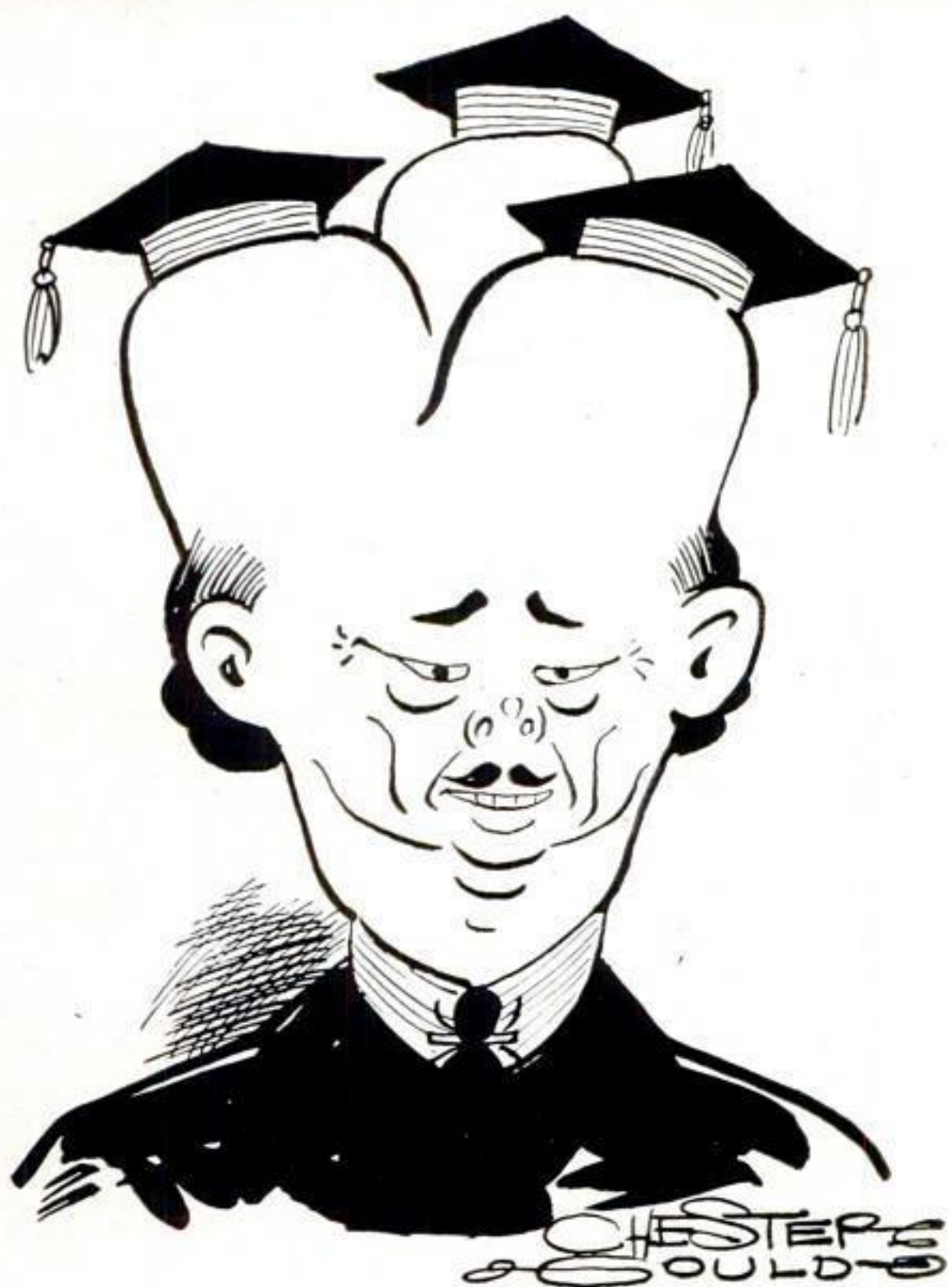
MULTIPLE WHISKERS, composite of those on former heads, are by Boston *Herald's* Dahl.



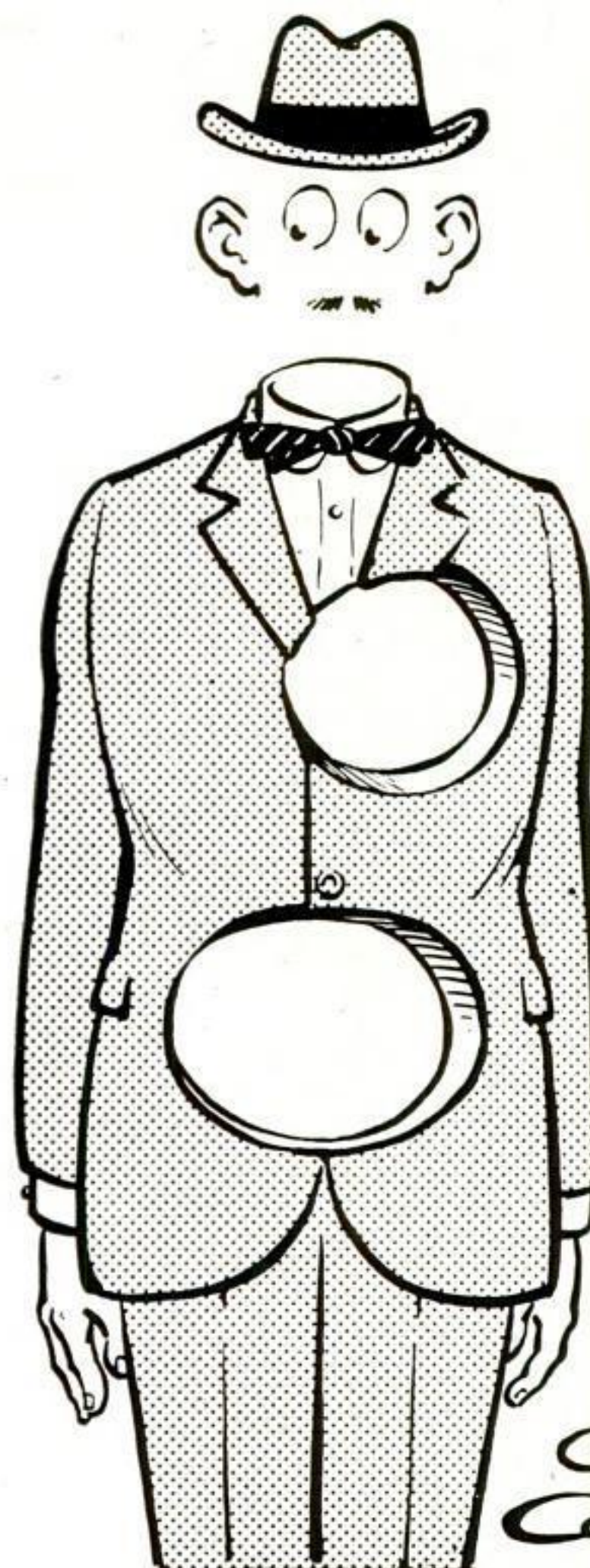
DOUBLE GLASSES reveal shift to nearsightedness, says Taylor. Dress shows informal trend.



CATALOG OF FEATURES with enough variations to suit anyone's taste was offered by Al Hirschfeld, drama



TRIPLE BRAIN, called President Tridome, was sent in by Chester Gould, who draws *Dick Tracy*. Gould also drew a three-sectioned aspirin tablet for his man.

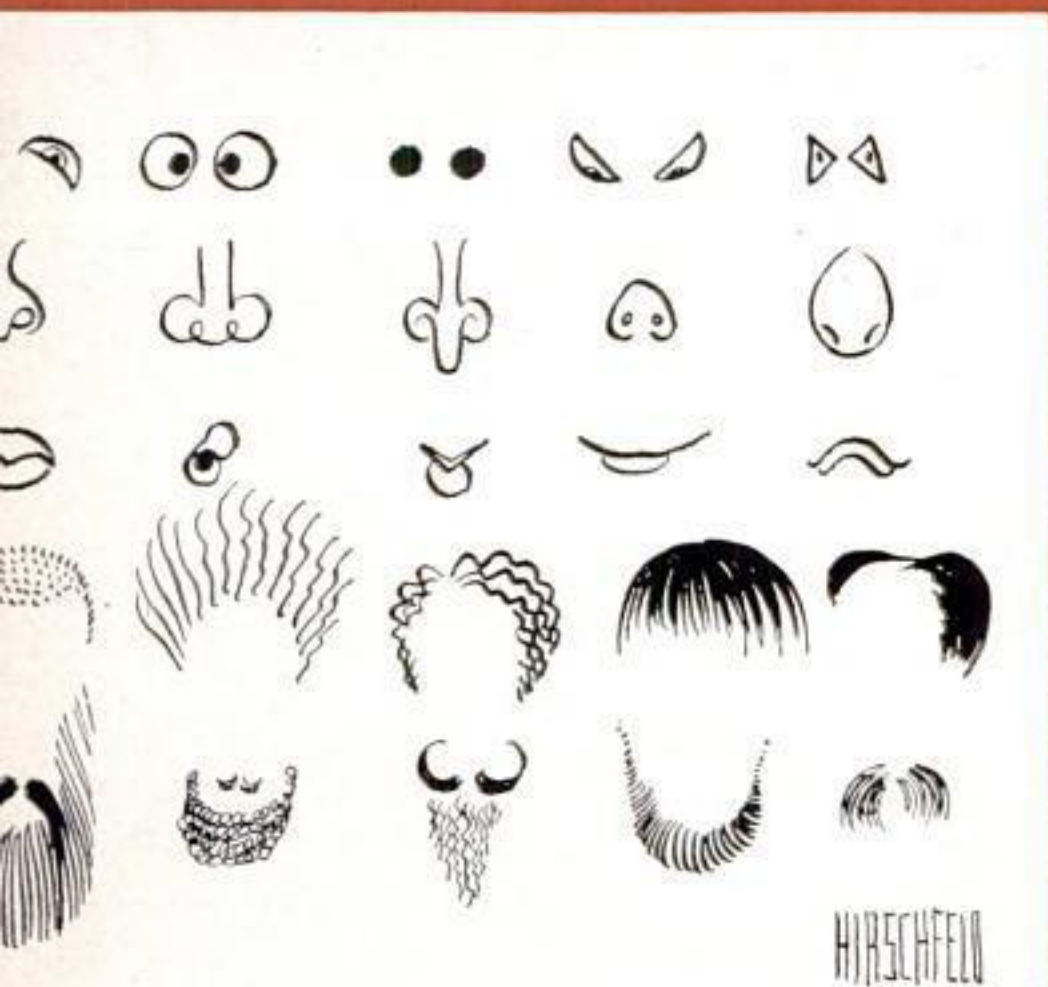


NO HEAD, NO HEART, NO GUTS is only safe prescription, says Al Capp. Such a man would result in no trouble, says Capp—and no university either.

PICTURES . . .

brings some cartoonists' predictions

the U.S. how they thought the new president would or ought to look. The best of the resulting cartoons, all of which appeared in the *Crimson*, are shown here. While many of the replies were composite pictures of former presidents, some of the cartoonists let their imaginations run loose, and more than one got in a dig at the current investigations into the colleges.



cartoonist for the *New York Times*. He included triangular and star-shaped eyes and hair that stands on end.



UNPERTURBED MAN who can "face ills of world with equanimity" is by Charles Addams.



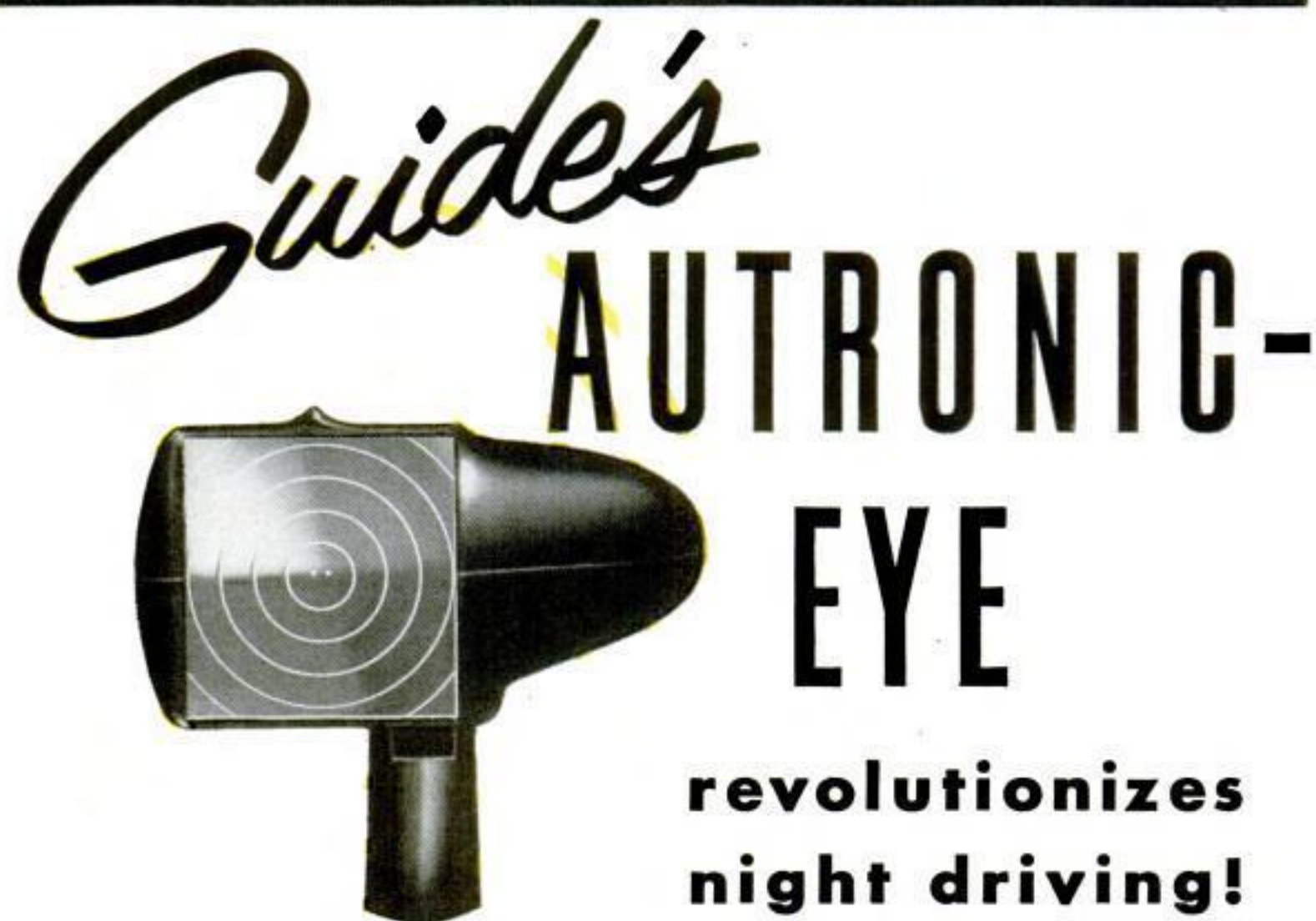
BRIGHT YOUNG MAN is more common now as college president, according to Jimmy Hatlo.

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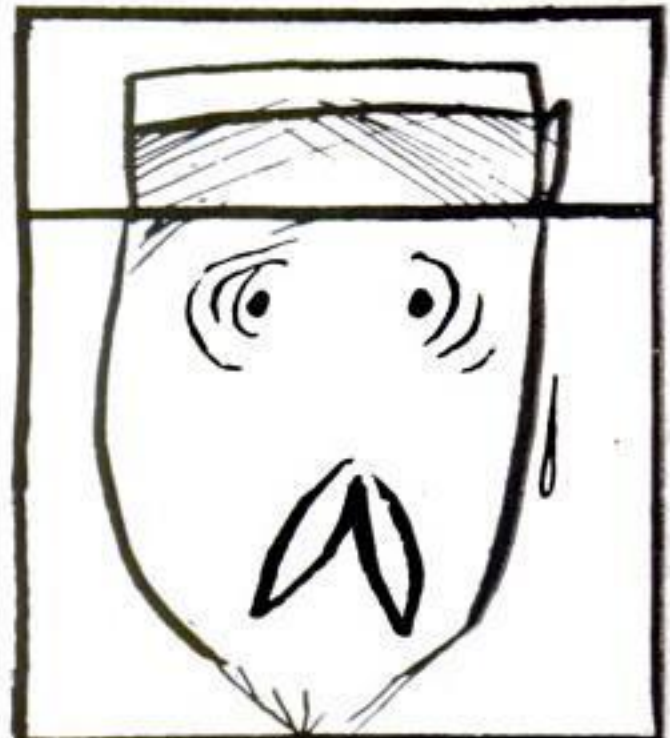
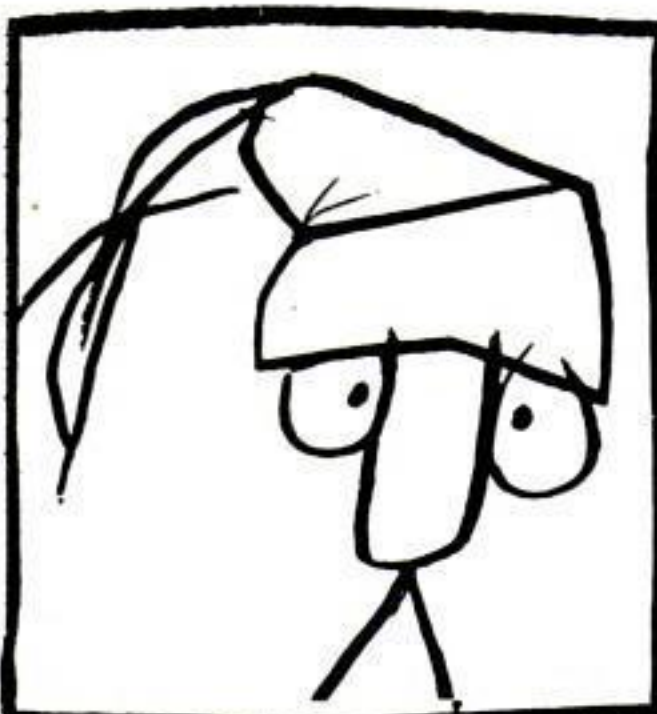
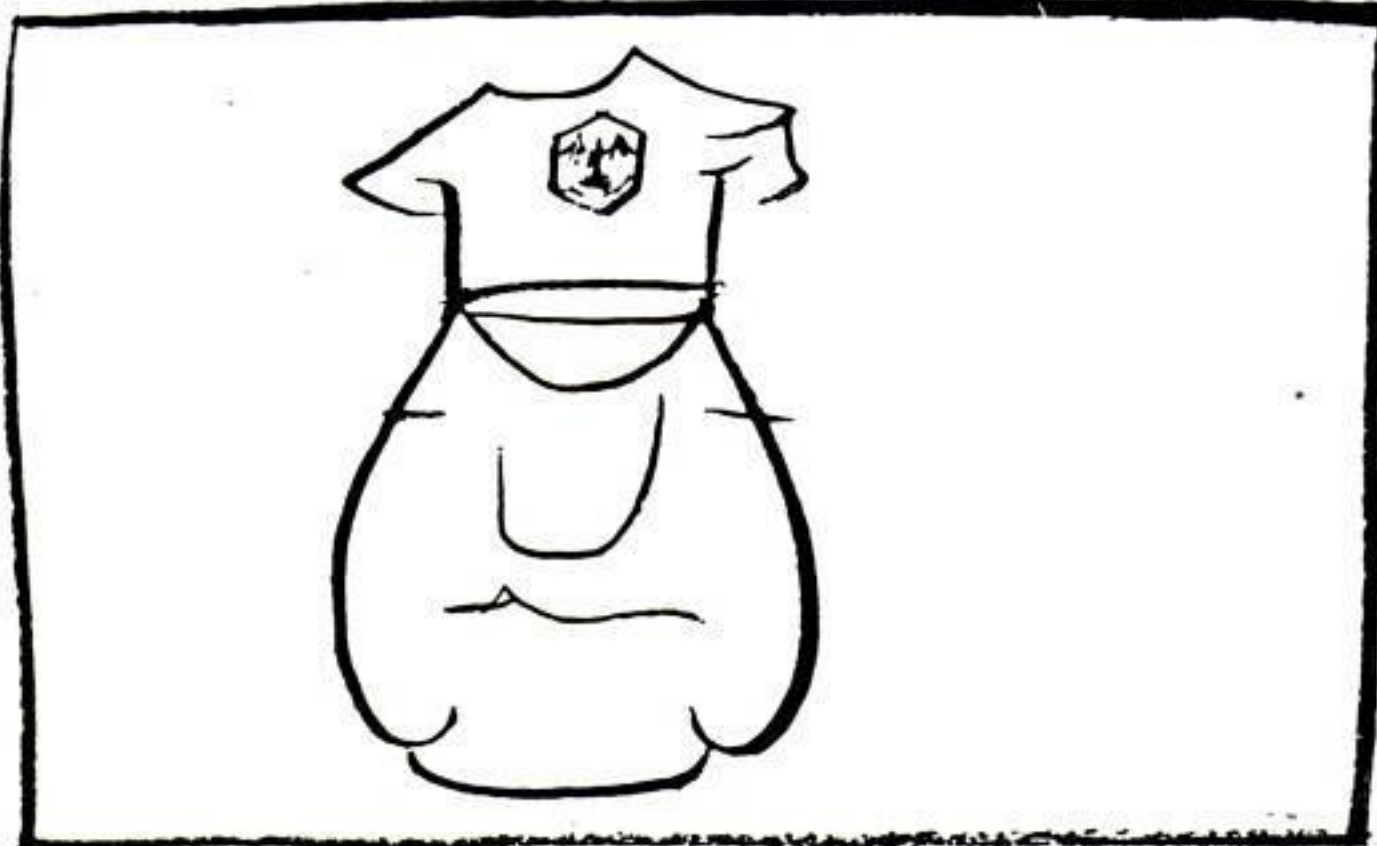


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HARVARD PRESIDENT CONTINUED

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FROM HARVARD TO HOT SEAT—AND PAGE 196

Whew!

This is a gigantic issue of LIFE—the biggest ever. As this is written it is Saturday night, May 9, and we are putting the last 16 pages to press. LIFE's staff has had quite a series of experiences, some of them physical and all of them emotional, and because we try to convey a sense of participation to the readers we think that they are in for something exciting.

We start off in a pretty jolly mood by giving Harvard some tips on how to pick its next president, but then we find ourselves in the middle of a small town's fervent defense of a neighbor who is in trouble. We shiver in a shipwreck, we shudder at the mess on the docks, we wrestle mightily alongside the engineers who are harnessing the mighty Missouri. We fly with a hot-rock general and with a "mad major" who goes under bridges. We line up with the curious spectators of the McCarthy investigation, we share Chicago's pride in Bishop Sheil and we march into the State house with the embattled students of the Utah State Agricultural College.



MOVE OVER GANDER, WE'VE
HAD A PRETTY TOUGH WEEK

There's a moment of repose while we quietly survey new summer furniture and the flowers of the 48 states, followed by a quiet tear for a disconsolate gander. We relive the *Titanic* disaster and wonder whether our genes will produce brown-eyed or woolly-headed children. Comes then adventure and a lone voyage across the Atlantic Ocean on a raft, then billiards with a 2-year-old shark. Dish towels rear their familiar heads in the form of dresses, but straining vicariously with the stalwart oarsmen of the Annapolis champions is a pretty unfamiliar situation for most of us.

It is satisfying to linger for 13 pages among the creative and artistic citizens of the Middle West, and as patriotic citizens ourselves we are stirred by General James Van Fleet's account of how we can achieve victory in Korea. We join some hot-seat high jinks in a nightclub, we toy with the latest gadgets for the home, we can be traditionally and happily sad as our favorite teacher (for this week, at least) gets married.

Now we're on page 196. Whew!

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... BUT HIS PAST
CATCHES UP WITH HIM



... THEN NEIGHBORS RALLY ROUND



THE GILLISES GAVE THIS HOUSE AS SECURITY



THE SHEMWELLS PUT UP THIS ONE FOR FRANK



THE GLASS FAMILY CHEERFULLY OFFERED THEIRS



HERZOG HOUSE WAS ANOTHER THAT RAISED BAIL



POLICE CHIEF HECK WAS AN EAGER VOLUNTEER



THE VAN HEUSENS ALSO HELPED GET THE BAIL

Not many people would risk their home to help a neighbor out of a jam, but last week all six North Lake, Ill. families shown above cheerfully placed their houses in hock for Frank Raboski. Frank, they figured, would have done the same for them. He had come to the Chicago suburb four years ago and, like most of them, had bought an unfinished shell of a house. During those years he and his wife had worked on it until Frank's house was the neatest and his lawn the finest on the block. Besides, Frank had a way of helping people. A skillful builder, he showed others ways to finish their homes. An earnest churchman, he became a deacon of a Lutheran church. A civic-minded citizen, he helped North Lake found a crime commission and became its treasurer; he was president of the Home Owners Association, close friend of the chief of police and only last month

was candidate (unsuccessful) for the job of police magistrate. Not one of his neighbors ever dreamed they would someday be raising Frank's bail.

They might never have had to if Frank's wife, Virginia, had not applied for an atomic energy job. Checking on her, government agents unearthed some things about Frank. He was wanted in New York where, 23 years ago at 26, he had served a robbery term and violated parole. He was wanted in California where in 1936 he had escaped after getting two to 100 years for statutory rape. His name was not Frank Raboski, but Cornelius Pytsch. On learning this, Chief Heck sadly led his friend to jail and almost instantly began planning to help get him out. When bail was set at \$15,000 Heck and five neighbors gave their houses as security and the man they called Frank was allowed to come home to his wife (*next page*).

A HINT OF OFFICIAL SYMPATHY GIVES THEM REASON FOR HOPE

The worst moment of all for Frank Raboski came when he had to break the news to his unsuspecting wife. He had married Virginia in Rough and Ready, Calif., and together they had knocked around from job to job until Frank came to North Lake and became a diesel mechanic. Her main concern when Frank told her of his past—he said the New York arrest concerned a \$7 theft and the California escape involved just plain walking



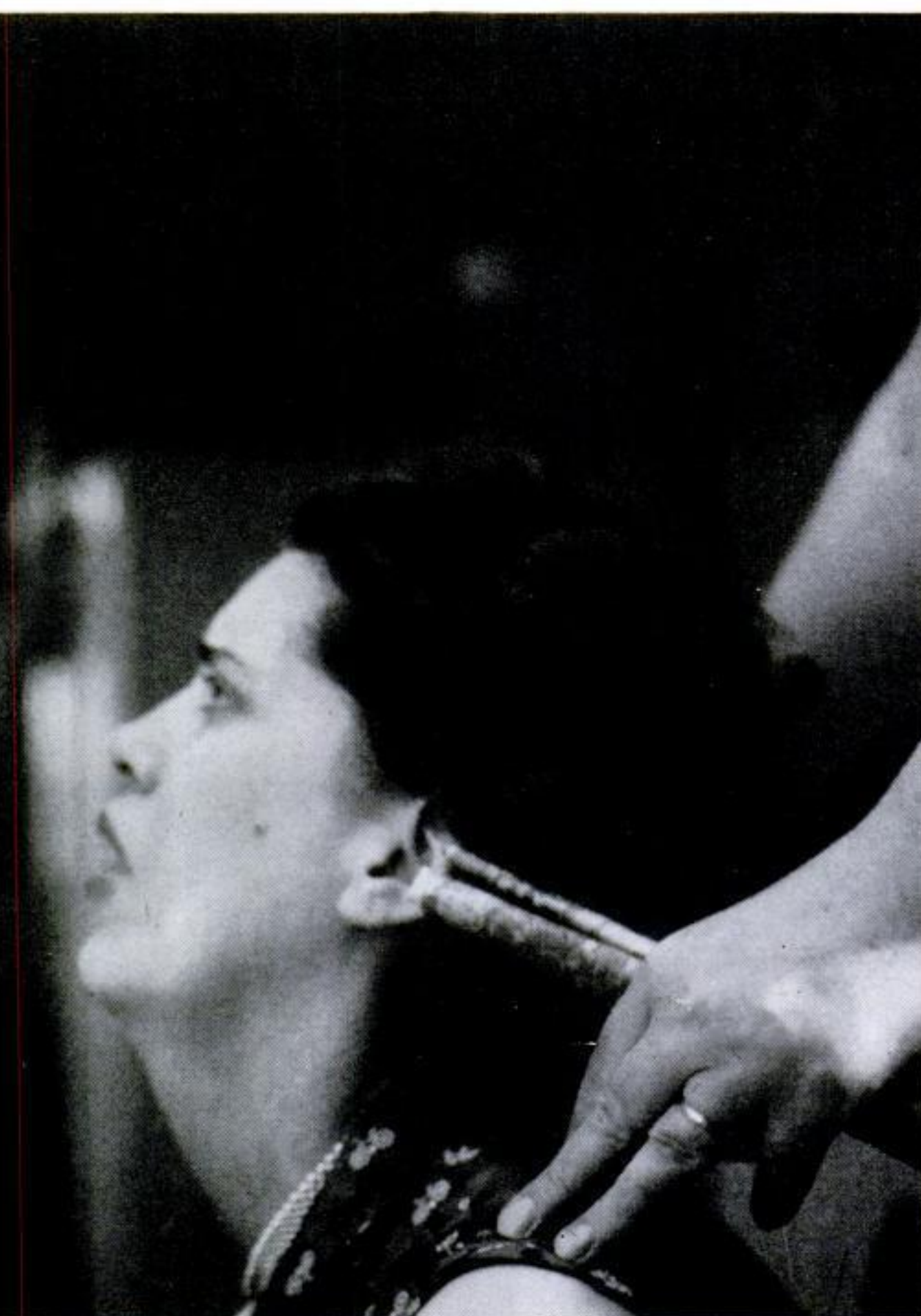
"WHAT IS IT, FRANK?" asks Virginia Raboski, sensing Frank's excitement as he begins to talk to Chief Heck. "Wait," he says, "I've got to tell Virginia."



"IT'S THE GOVERNOR," says Frank. "Stevenson. He's refused to extradite me." "But he isn't governor," says Virginia. "I mean Stratton," says Frank.



"GO ON, CHIEF," says Frank, resuming his conversation. He learns a Chicago newsman had interviewed the governor and quoted Stratton, "When a man



has lived in Illinois many years and raised a family and led an exemplary life, unless a very grave offense is involved I ordinarily would not press the case."

out of an unlocked jail—was that the name Raboski was an alias. "Am I still married to you?" she asked. Assured that the alias did not nullify the marriage, she seemed comforted and went home. Frank went to jail.

When his neighbors had bailed him out and celebrated his freedom with a steak dinner, Frank and his wife Virginia came home. They sat together unhappily, knowing that although New York had already waived

extradition, a warrant from California would shortly be on its way to the Illinois authorities. Then the phone rang. It was Police Chief Heck with some news that tempted the Raboskis to hope that there soon might be a happy end to Frank's long years of secret existence. Governor Stratton of Illinois, said the chief, was giving Frank's case his personal attention. What happened as Frank heard the news is shown in these pictures.



"THANK GOD, THANK GOD," cries Virginia as they embrace with the telephone between them. By week's end a leading local attorney, Charles Bellows,

had been persuaded to handle the case by Raboski's loyal neighbors. "We've got to get him back," said one, "so he can cut the grass on that pretty lawn of his."

WHY ANGLO-AMERICAN HISTORY

The 1953 Pulitzer prize for American history has just been awarded to *The Era of Good Feelings* by George Dangerfield, who has tried to straighten out the neglected tangle of events between the War of 1812 and the election of Jackson in 1828. Mr. Dangerfield draws no clear lesson for the administration of Eisenhower from the administrations of Monroe and J. Q. Adams. But a good soaking in the past, which this steamy tub of a book affords, can at least relax nerves tense with current worries and give a little perspective on the American democratic character, which is after all the American fate.

The actual "era of good feeling," so called because everyone was glad to have peace with England, came to an abrupt end scarcely two years after Monroe's inauguration with the depression of 1819. It was followed by a period in which Americans seemed even more difficult to govern than usual. Toward the end of it, the Secretary of State, Henry Clay, was fighting a duel with Senator John Randolph (who had said worse things about Clay's department than McCarthy ever said about Acheson's) while President Adams and Vice-President Calhoun were "blazing away at each other in the Washington newspapers" under pseudonyms that fooled nobody. What held the country together was

its pride, its expanding frontier, and some of the smartest foreign policy in our history.

Dangerfield's book is full of reminders that the greatest of men and nations have ignoble moments. During the War of 1812, Boston lent far more money to England than to the U.S. At the Ghent negotiations J. Q. Adams would rise at dawn to read his Bible just as Clay, returning from his nightly drinking and gambling, was saying, "Now I lay me down to sleep." That fatally logical genius, John C. Calhoun, once "made an attempt at writing poetry, produced the single word 'whereas' and never tried again."

Monroe expressed the spirit of these times by promising, in his Second Inaugural, that "our system will soon attain the highest degree of perfection of which human institutions are capable." But Monroe is not the hero of this story; nor is Jackson, except as an off-stage giant for whom the stage is being cleared. The hero is John Quincy Adams.

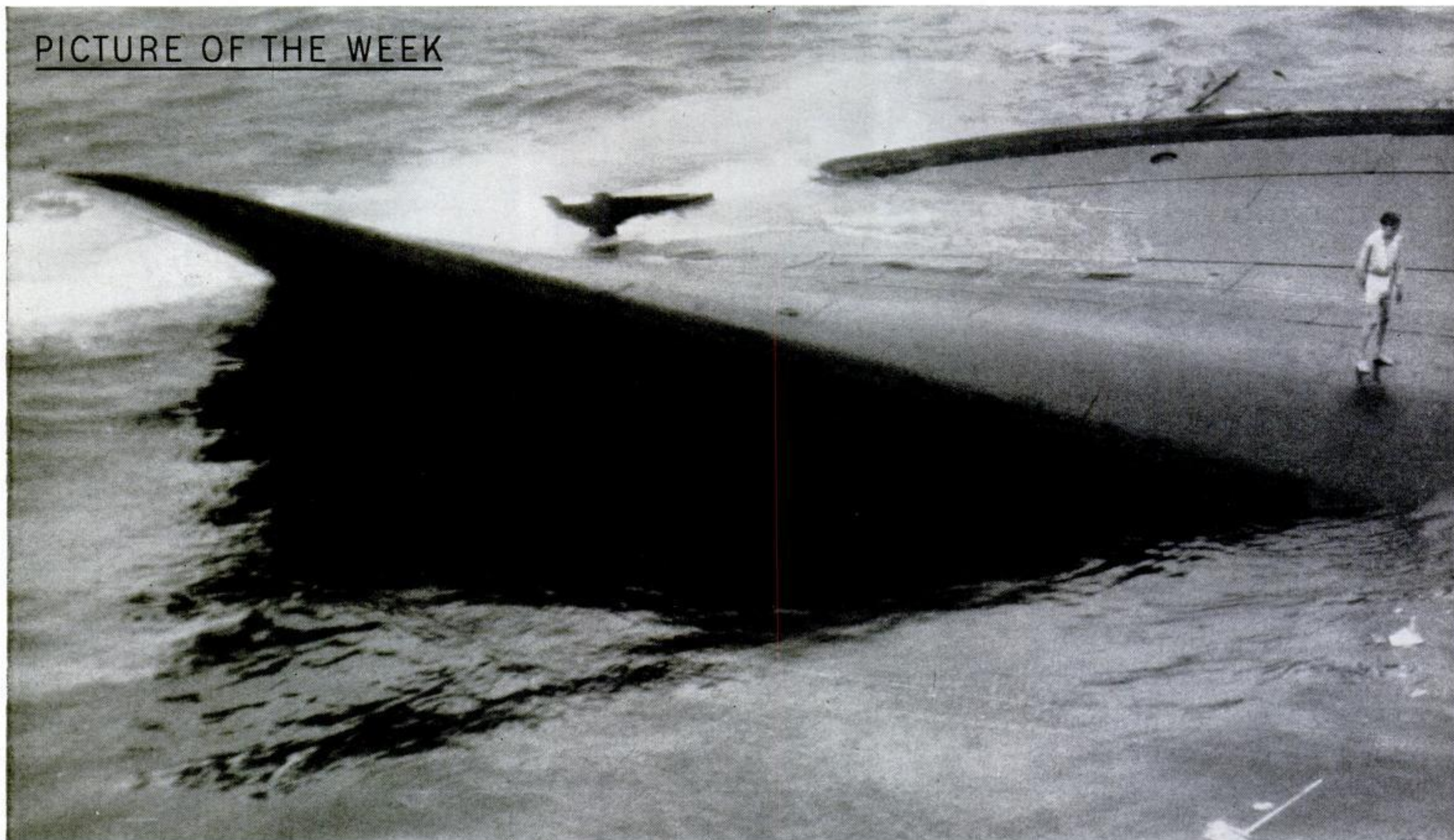
Genius and results

As Monroe's Secretary of State, Adams scored two personal triumphs: the Monroe Doctrine and the Treaty with Spain which first established an American boundary on the Pacific Coast. The details of these tri-

umphs leave one feeling that personal genius and character may be indispensable to great events, but affect them in the most unpredictable ways. Adams' personal genius, for example, is best displayed in his Report on Weights and Measures, which had no effect on anything. In this masterpiece of mathematics and moral philosophy, Adams declared that "If the Spirit of Evil is, before the final consummation of things, to be cast down from his dominion over men . . . then . . . the metre will surround the globe in use as well as in multiplied extension; and one language of weights and measures will be spoken from the equator to the poles." Congress, having required this report, never read it (nor has any Congress adequately considered the metric system). It has remained "a singular example of the energy that could be generated by Monroe's Washington."

The Treaty with Spain, on the other hand, though it changed the map and history of the world, was an achievement less of genius and energy than of luck, patience and effrontery. Adams' prolonged negotiations with Madrid depended for their success not only on shifting moods in European chancelleries, but on General Jackson's unauthorized foray into Spanish Florida, which Monroe's whole Cabinet—with the staunch

PICTURE OF THE WEEK



BOY ON SINKING BOW

One cold and fog-splashed morning in the North Sea last week, David Stokes, 16-year-old seaman of Harwich, Essex, England ran up and down the bow plates of the British Railways ferry *Duke of York*, whence all but

DOESN'T GET MADE OVERNIGHT

exception of Adams—was ready to disavow. Anti-American feeling in London was such that, said the British foreign secretary, "war might have been produced by holding up a finger." The finger was not raised. Adams, the man of "wrath and vision," won his gamble. He got Spanish signatures on a border line that ran all the way from the Sabine River to the Oregon shore. It was just an imaginary line drawn on an inaccurate map over an unexplored wilderness, but "years later, by some majestic coincidence, the pioneers who followed the Oregon Trail followed also the treaty line of Feb. 22, 1819."

As for the Monroe Doctrine, the cornerstone of U.S. foreign policy for a century, the circumstances of its birth are more instructive today than the Doctrine itself. Canning, the British foreign secretary, had been conducting what he called a "flirtation" with the U.S., a country in whose permanent existence Englishmen were just beginning to believe. He proposed that both governments sign a joint statement against the Holy Alliance. Monroe was so impressed that he consulted ex-Presidents Madison and Jefferson, as well as his Cabinet; Jefferson called the question "the most momentous which has ever been offered to my contemplation since that of Independence." He, Madi-

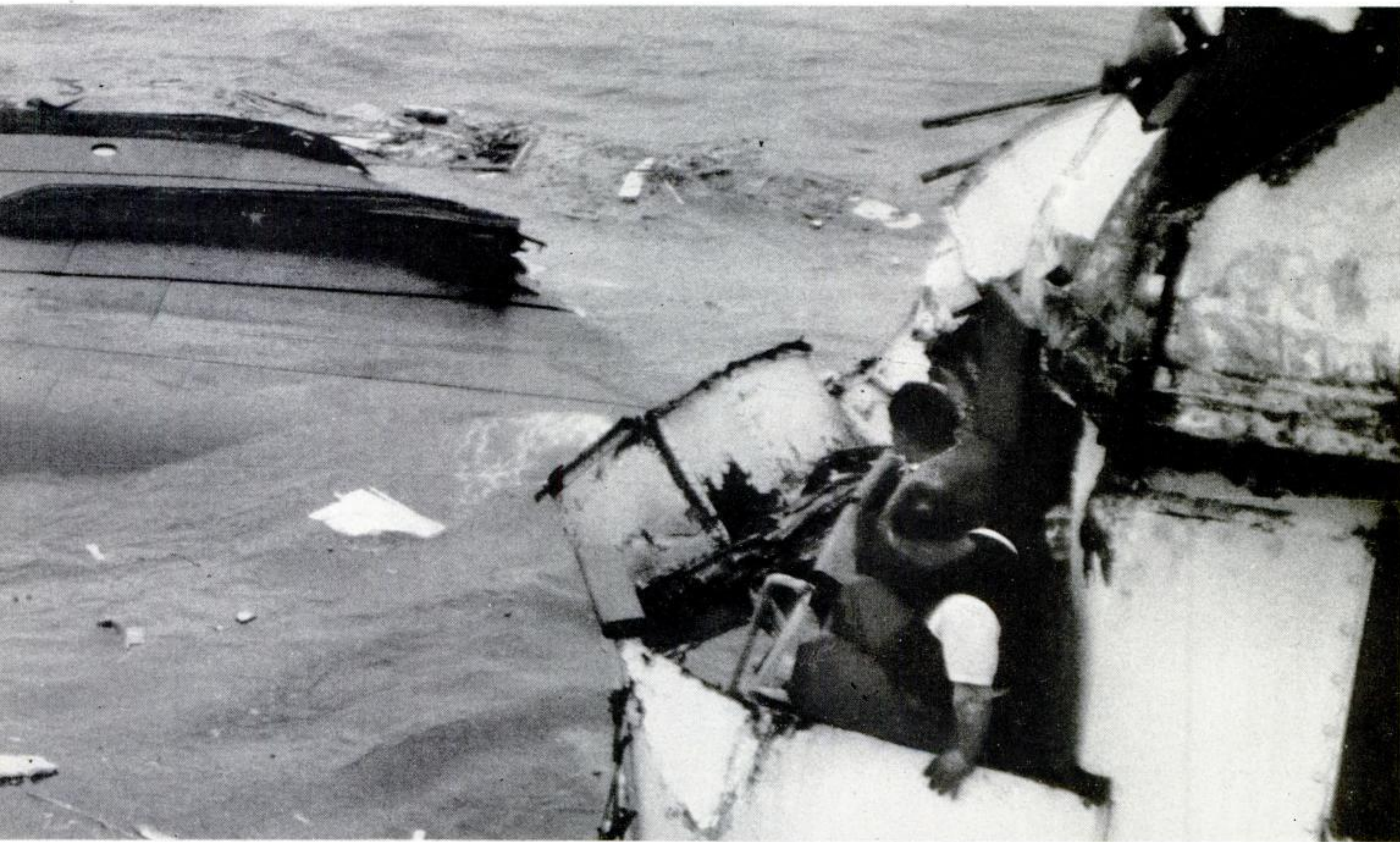
son and the Cabinet were for throwing in with the British—all, that is, except Adams, who persuaded Monroe to take bold advantage of British neutrality without tying into it. Again his "wrath and vision" prevailed.

'Queer, shadowy battle'

This is an old story; less so is its economic background, which was the "queer, shadowy battle between early American protectionism and early British free trade." Lord Liverpool, the Tory prime minister, put the real reasons for his "flirtation" in a speech in 1820: "Of all the powers on earth, America is the one whose increasing population and immense territory furnish the best prospects for British produce and manufactures. Every man, therefore, who wishes prosperity to England, must wish prosperity to America." Here was the half-prophetic, half-realistic voice of what was later to become Britain's triumphant 19th Century economic liberalism. But Britain was then very far from free trade. Her "snarling" retreat from British imperial mercantilism, based on Navigation Acts of 1660 and earlier, took so long that American policy had meanwhile withdrawn into protectionism and a continental empire of its own.

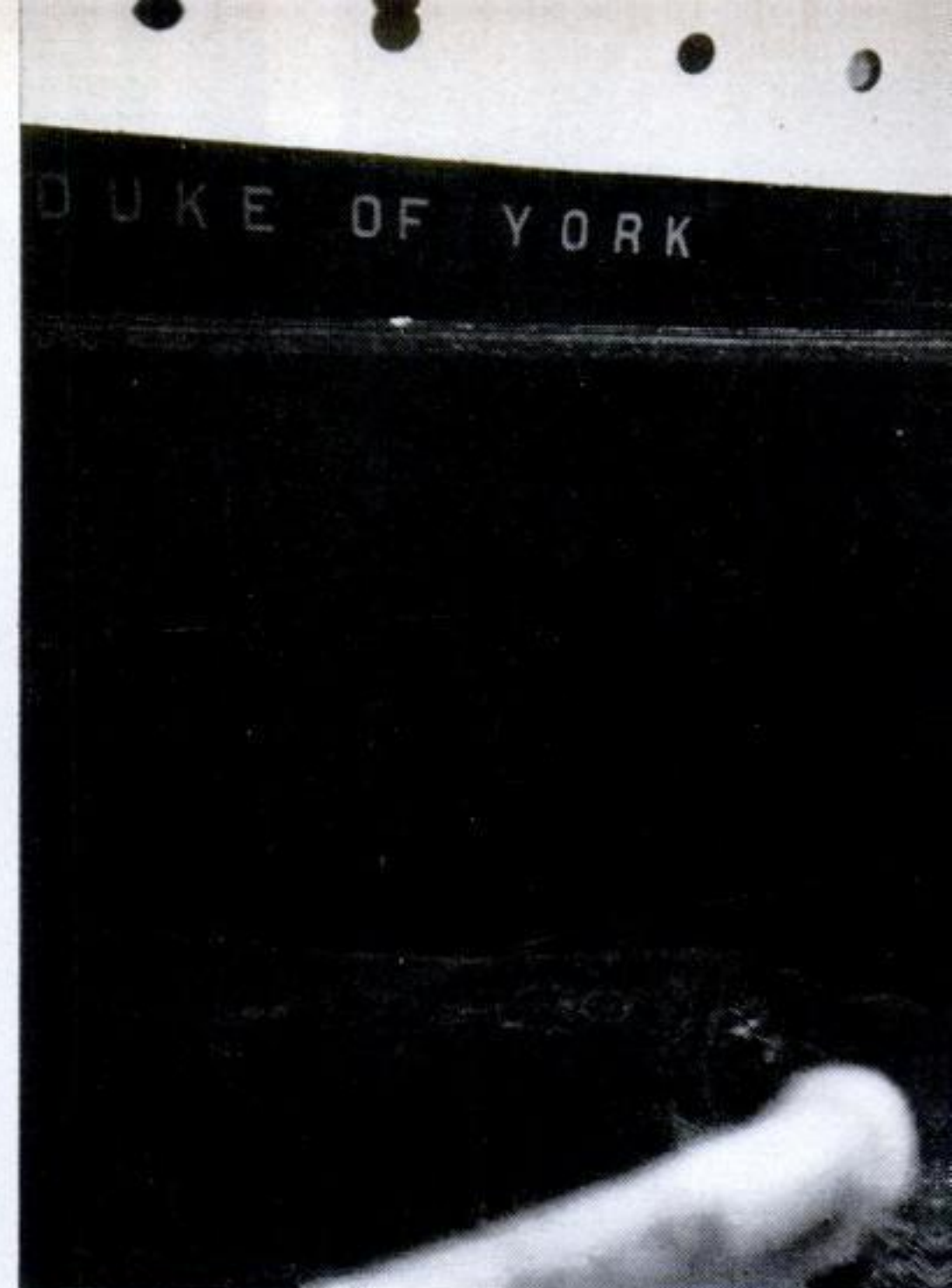
These divergent but compatible policies—American protectionism and British free trade—were each enormously successful for their time and purpose. Today our roles in the "shadowy battle" are almost exactly reversed. Britain has been desperately reverting to mercantilism, and the U.S., half-aware that it alone can restore and underpin a world market, is struggling to find a way out of its own obsolete Navigation acts toward a new trade policy, yet to be defined. And unlike what the British were then able to offer Adams, a new American trade policy must be so designed as to influence British policy in the same direction.

R. A. Butler, Britain's chancellor of the exchequer, confessed last week that he and his European friends are getting disillusioned about the prospects of this new American policy. They point ominously to the U.S. rejection of a British bid on electrical equipment for the Chief Joseph Dam. Mr. Butler should read *The Era of Good Feelings*. It will remind him that democratic statesmen need a lot of patience and luck, as well as vision and stubbornness, to get the right results. Great shifts in policy never proceed in straight lines, are never works of single genius, nor the consequences of a single event.

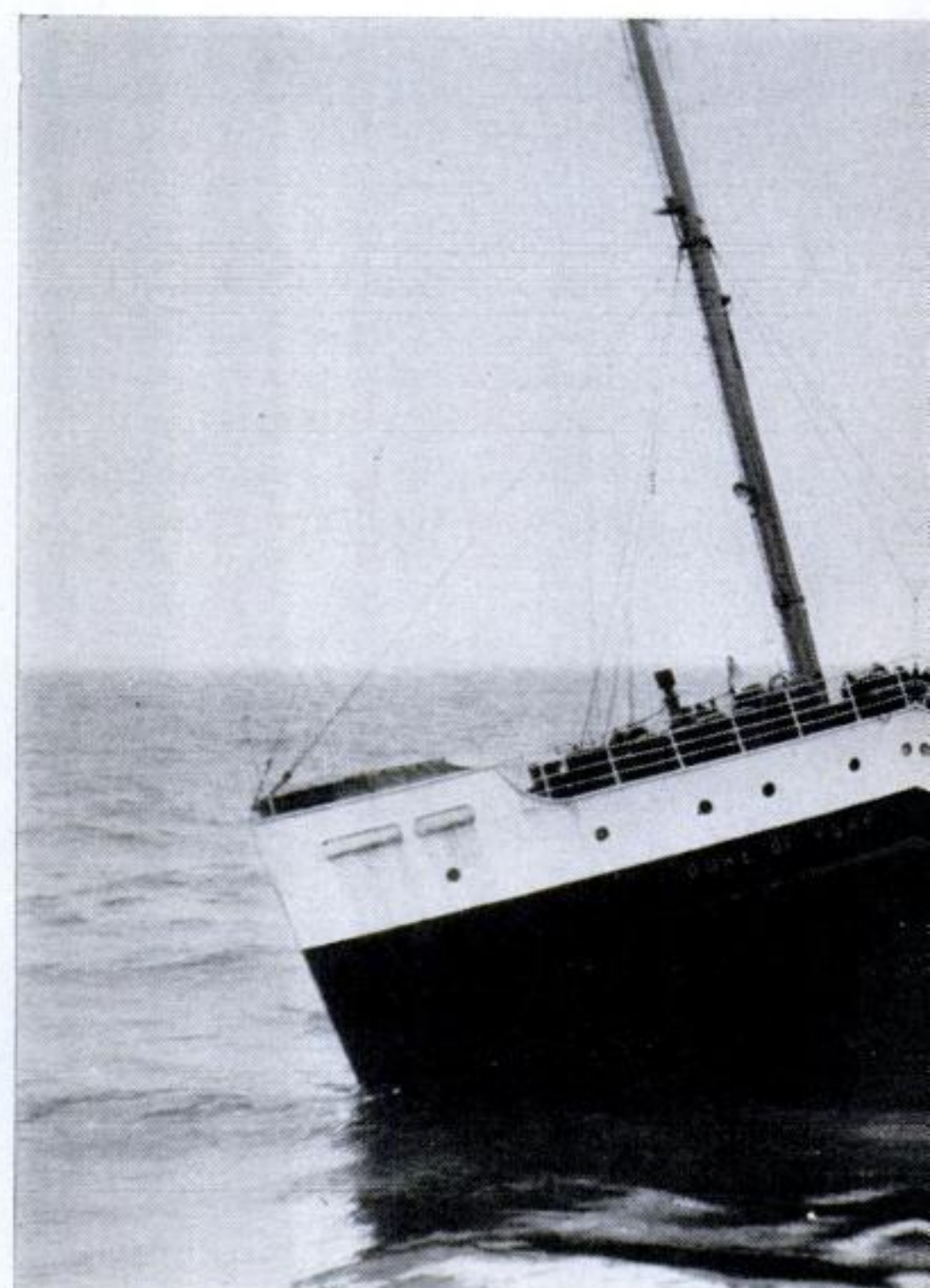


him had fled. A few moments before this picture was taken—by a onetime German naval lieutenant who had already left the *Duke* for a rescue ship—young Stokes popped out of a porthole like a frightened jack-in-the box.

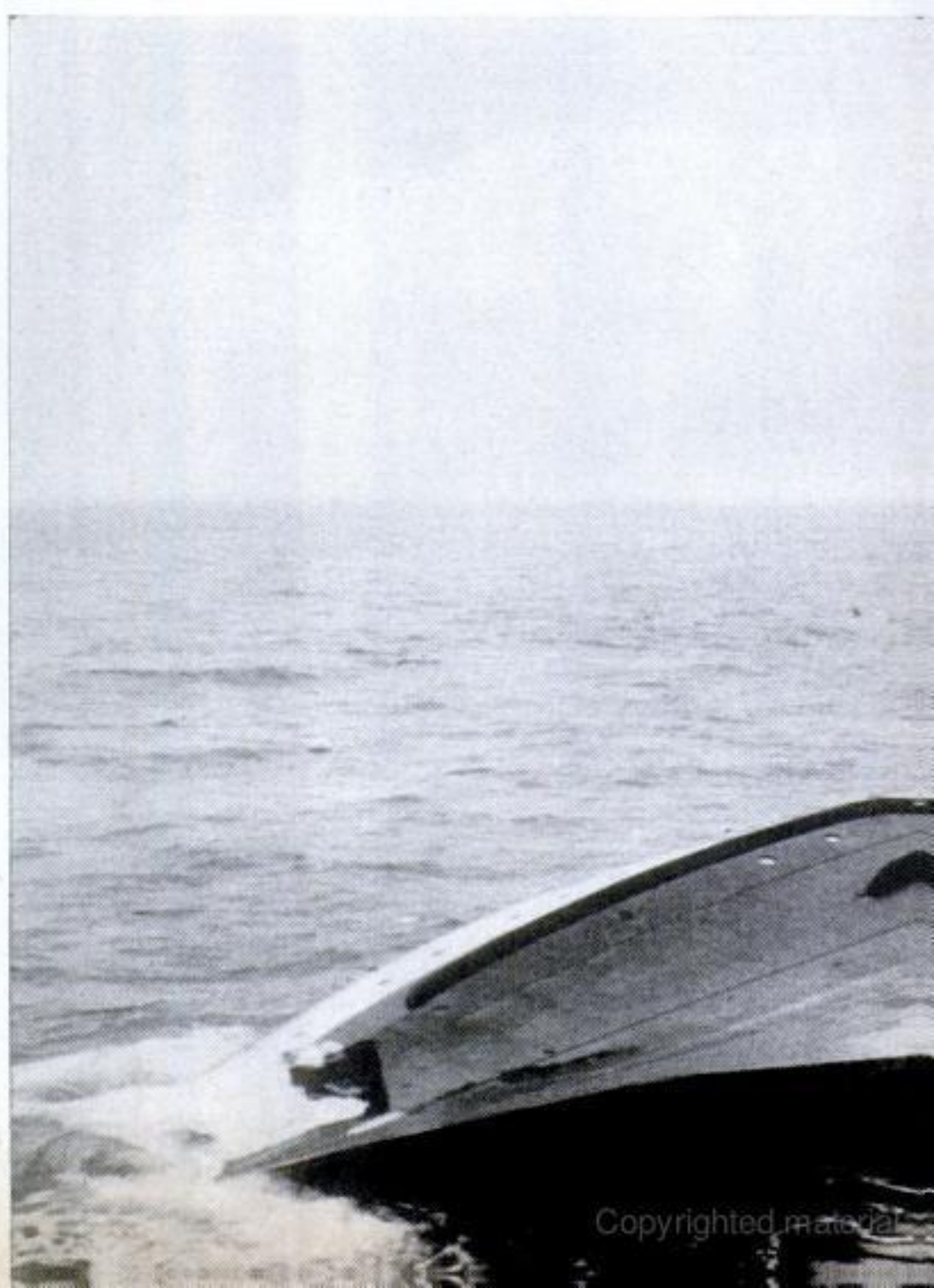
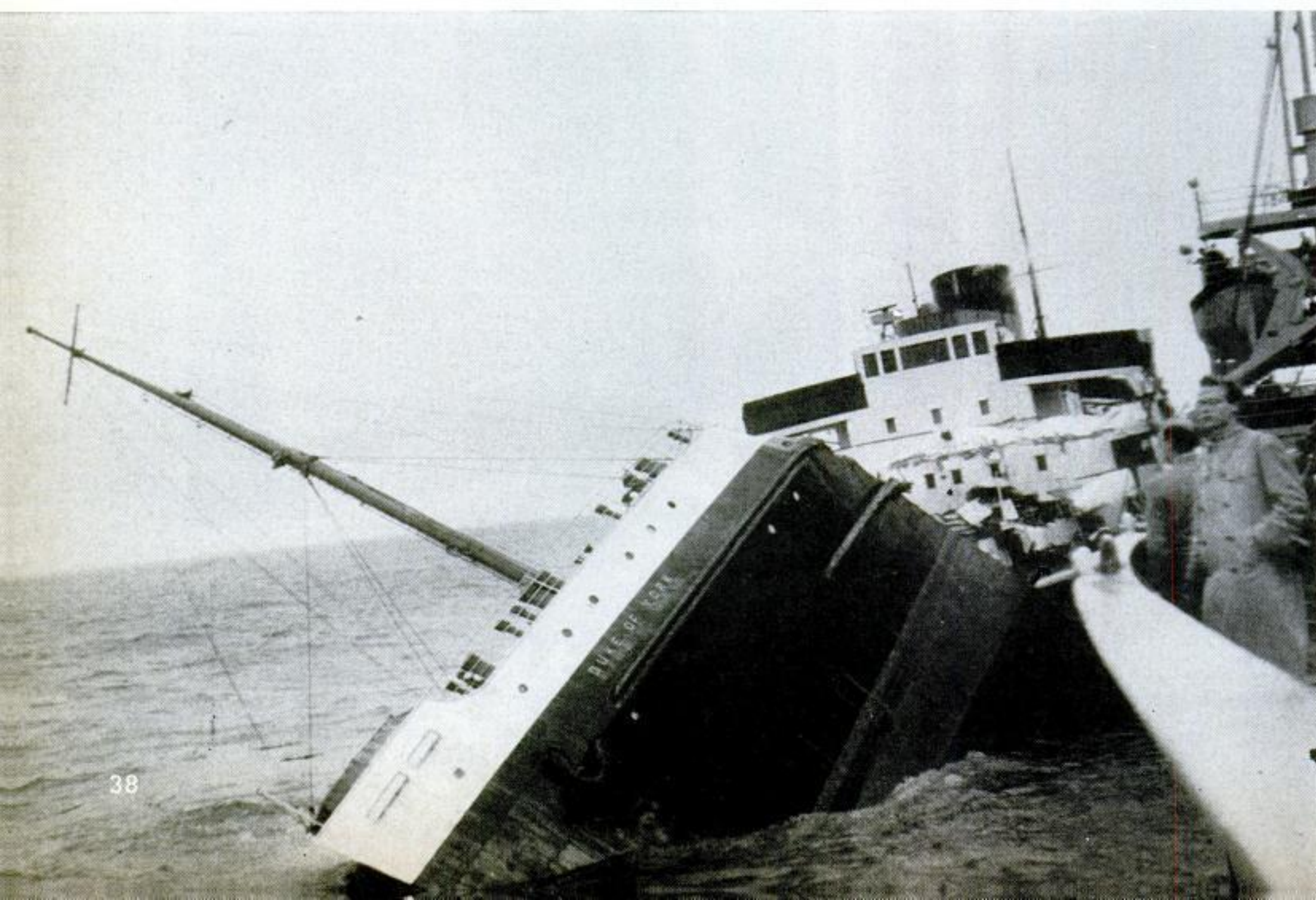
A few moments later he jumped into the sea, was pulled out and together with the dowager Lady Exmouth and 501 others was taken ashore in England. To see how the *Duke of York's* bow was sheared off, turn the page.

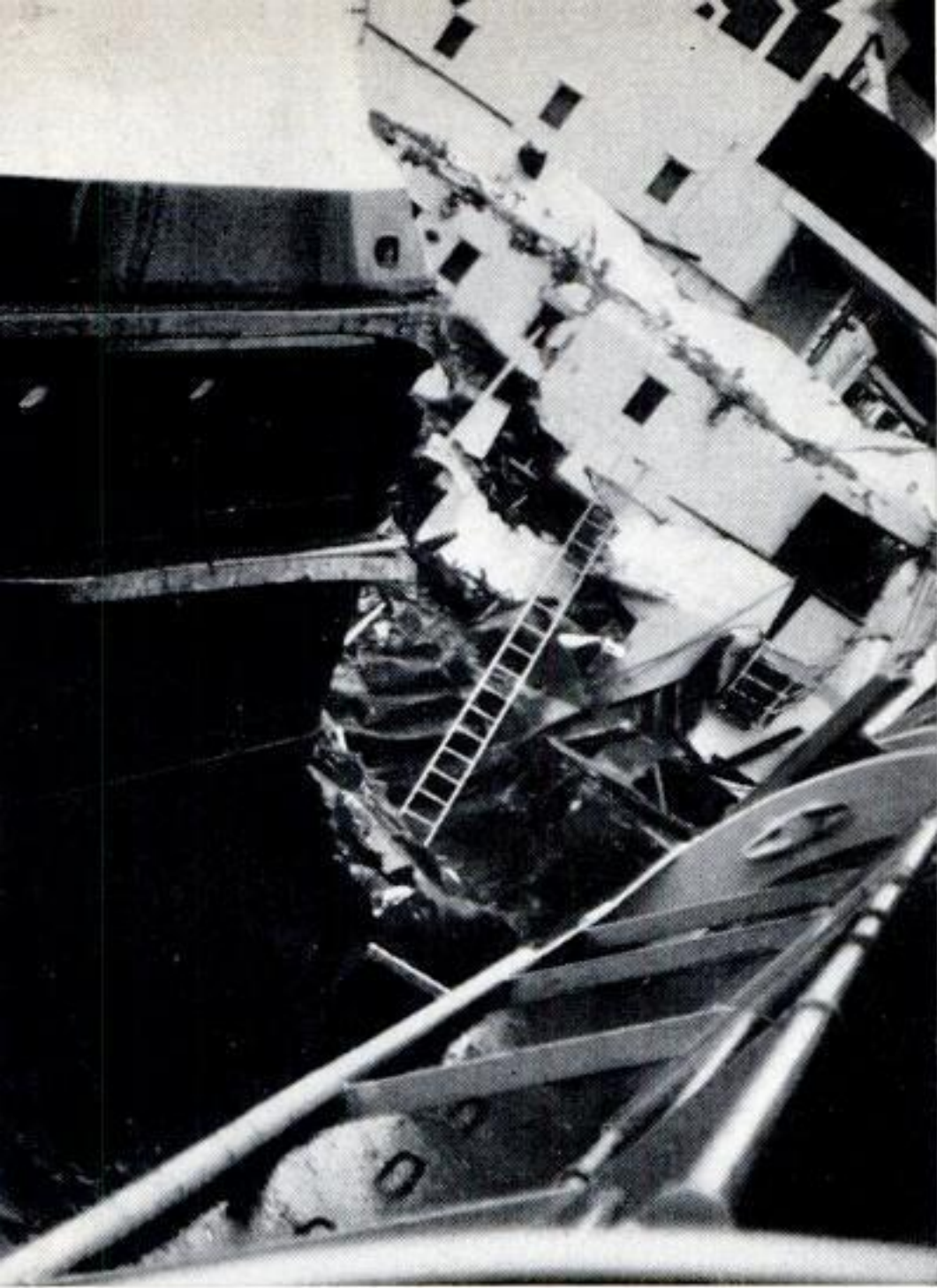


ON DECKS OF THE "HAITI VICTORY," SURVIVORS OF THE "DUKE OF YORK," SOME IN LIFEBELTS, WATCH FERRY'S BOW BEGIN TO BREAK OFF. THE CAMERA

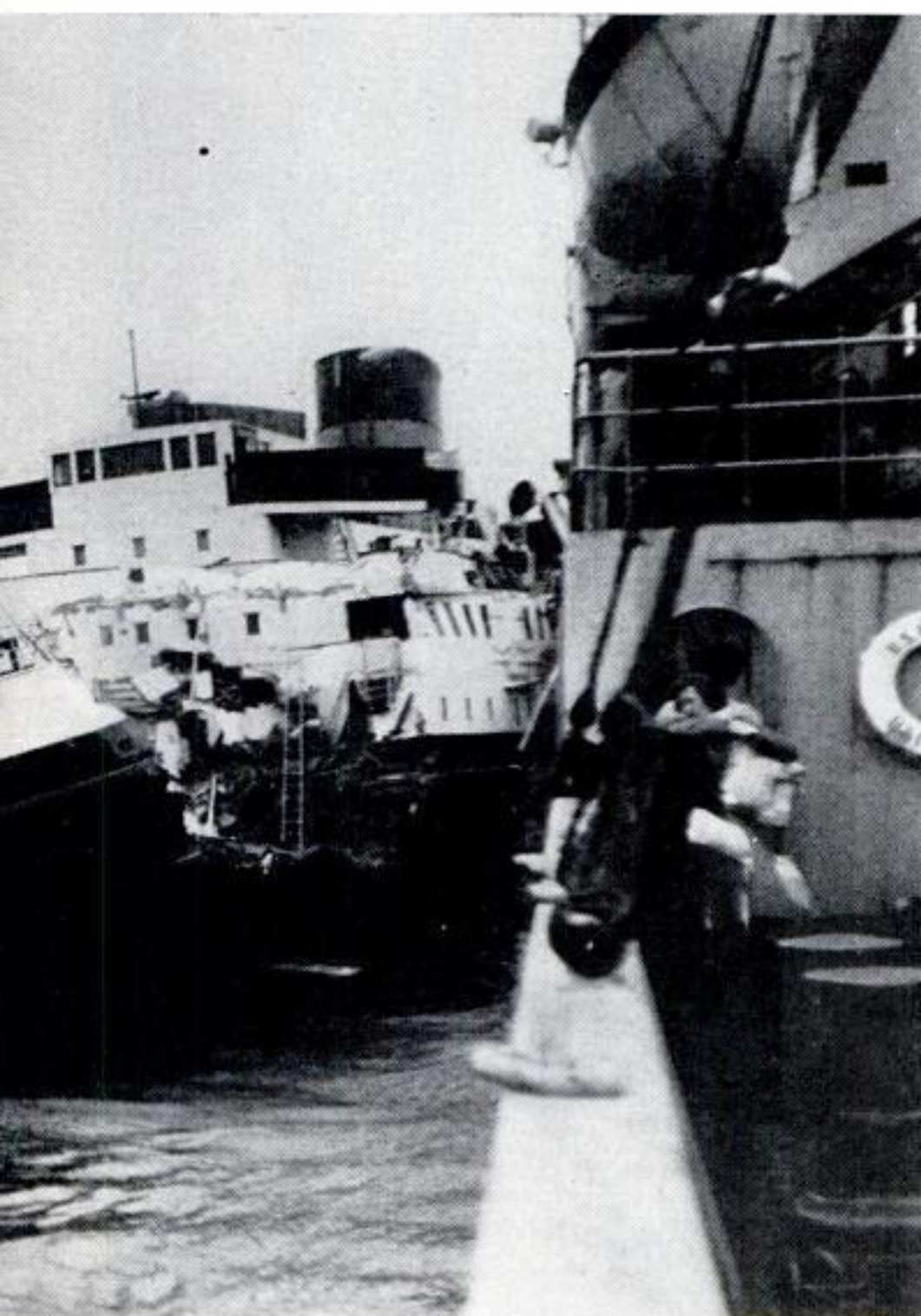


THE BAGGAGE HOLD, SEEN THROUGH THE CUT IN THE SHIP'S SIDE, IS A SHAMBLES, THE LADDERS WERE USED FOR ONE LAST SEARCH FOR PEOPLE BEFORE

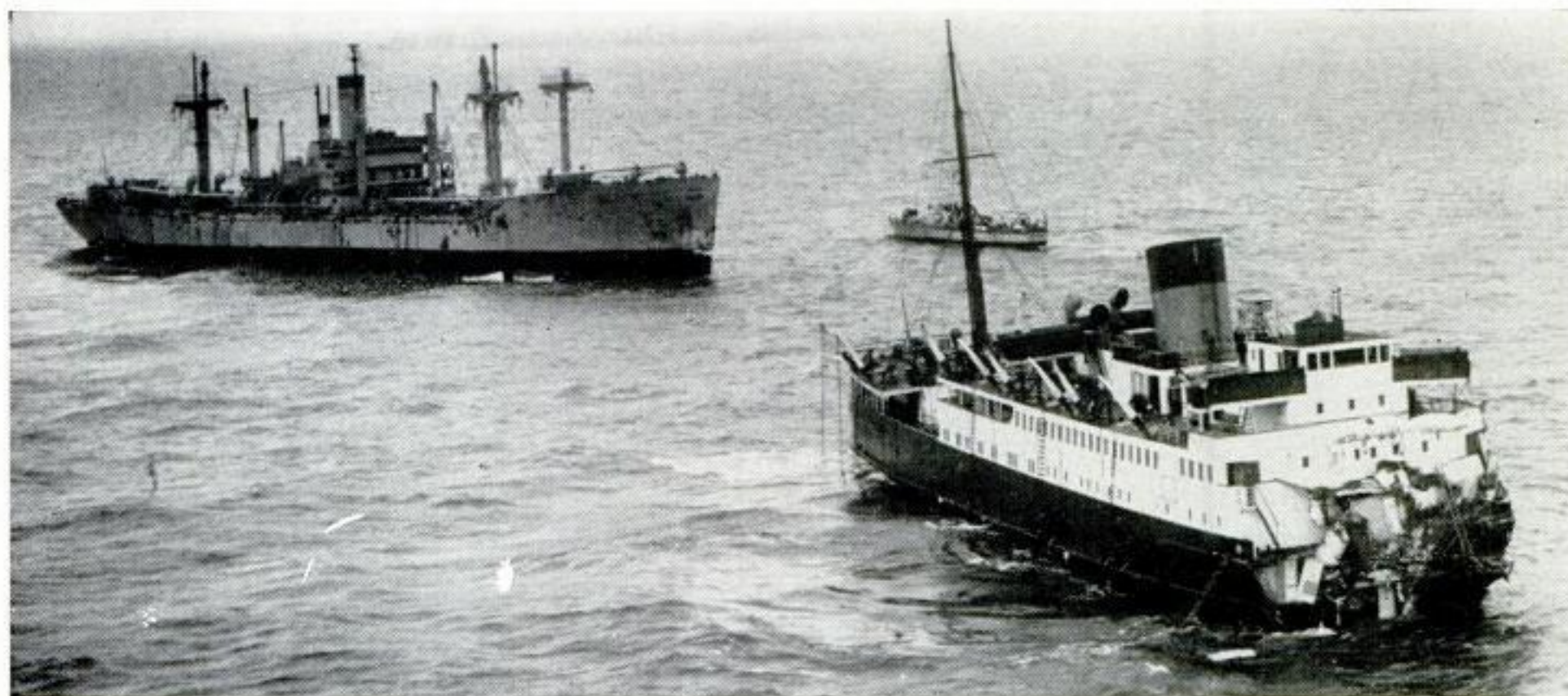




MOVES CLOSE UP (ABOVE) AS THE BOW TWISTS



THE BOW FINALLY BROKE LOOSE (SEE BELOW)



"HAITI VICTORY," HER OWN BOW DAMAGED, TRIES, VAINLY TO TAKE THE TRUNCATED "DUKE" IN TOW

A COLLISION IN THE FOG

A British North Sea ferry is cut in two by American freighter

The *Duke of York* was on its run between the Hook of Holland and Harwich when, near Galloper Lightship, the American freighter *Haiti Victory* loomed suddenly out of a patch of fog at 4:17 a.m. and cut through the *Duke's* forward deck. Abruptly awakened, most passengers—some pausing to shave before seeking safety—merely climbed over the rails of the *Duke of York* to the *Haiti Victory* alongside.

Others were taken off in lifeboats. The first of the pictures in the sequence at left was taken at 5:30 a.m. Later the *Duke's* battered bow tore loose and twisted over on its side before sinking. It was then that young Stokes (pp. 36, 37), a sound sleeper, was pitched from his bunk in the fo'c'sle and awakened in time to scramble out. Five passengers died in the crash. *Duke of York*, minus the bow, was towed to harbor.

LIEUT. JOSEPH BACA, USAF, A SURVIVOR, IS LIFTED FROM RAFT TO DECK OF THE AMERICAN FREIGHTER





BLOODSTAINS AND CHALK-ENCIRCLED BULLET HOLES MARK MURDER OF HOBOKEN DOCK BOSS IN 1951

'CLEAN-UP WEEK' ON DOCKS

It gets off to a dirty start with murder of a Hoboken hiring boss

Last week was supposed to be clean-up week on the racket-riddled waterfront of the Port of New York. On the Manhattan side, Joe Ryan, lifetime president of the International Longshoremen's Association, faced what was called a major test of the shape-up, the dockside hiring system which for years has been a principal source of his power and of the notorious waterfront corruption. On the Hoboken side, long-closed Pier No. 3 was to reopen under a new hiring boss, Francis ("Red") Kelly.

A few hours before dock hands were to line up and be picked for the day's work, Kelly went

down to No. 3 to look things over. In the dark, from only inches away, somebody unloaded a .32 and, with a single slug, Kelly was drilled through. The police came down and made chalk marks around the murder spot—just as they did two years ago at the spot where the previous hiring boss had been murdered. To the cops the motive for both murders was clear: control of kickbacks which hiring bosses can exact from dock workers. Three days later, as New York longshoremen were voting on whether they wanted to keep the shape-up (p. 43), Red Kelly, quit of all shape-ups, was buried.

CHALK OUTLINE ON SIDEWALK MARKS POINT WHERE DOCK BOSS RED KELLY WAS SLAIN LAST WEEK



MOURNING MOTHER of murdered hiring boss, Mrs. Cecilia Kelly, 83, is assisted out of the funeral parlor.



BOY WITH A TOY, ironically a make-believe gun, is also shown near the doorway of Hoboken funeral home.



HOBOKEN SCENE shows rites for Kelly, whose body is being lifted into a hearse on way to a church service. Funeral brought out only a few relatives and close friends, some reporters (*left*, taking notes) and curious neighbors.



OFFICIAL GROUP at the Kelly funeral includes police authorities. Complained Abe Sepenuk, assistant prosecutor (*left*), "Control of the docks is so profitable that they'll kill for it—and everybody keeps his bazoo shut."

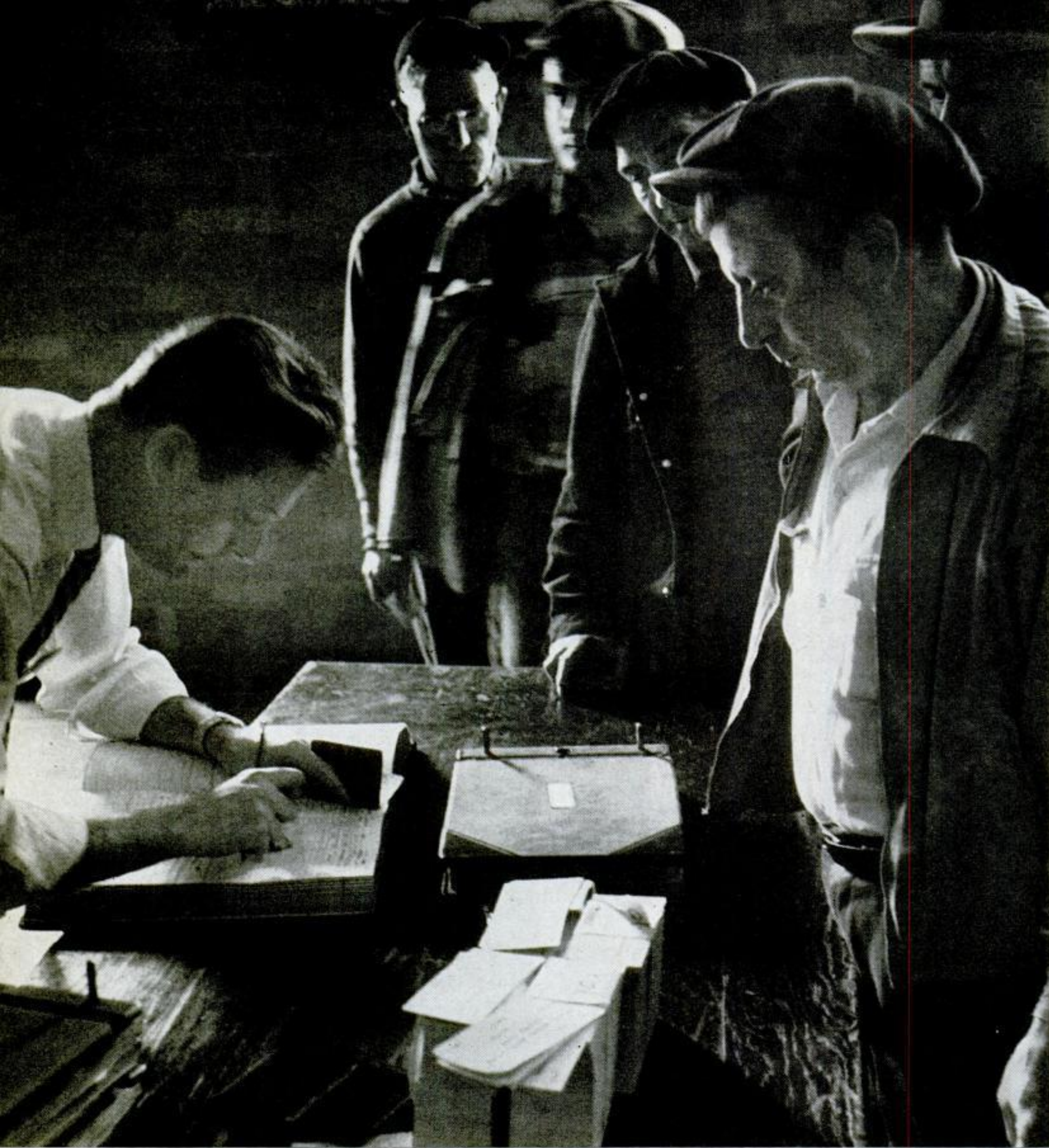
Waterfront CONTINUED

LIKE KELLY, REFORM IS GIVEN THE WORKS

Joe Ryan staged his shape-up election under pressure. For months the waterfront larcenies and shakedowns had been investigated and condemned by federal, state and city anticrime committees. Three months ago the A.F. of L.'s executive council handed down its strongest ultimatum to Ryan: get clean, get rid of the hiring system, or get out.

Arrangements for the election were as official and correct as they could be. Instructions were printed in four languages. The Honest Ballot Association was called in to supervise the polls. There was only one thing amiss. The ballot was carefully worded to prove absolutely nothing. It asked, "Are you satisfied with the present method of hiring?" A man could vote yes or no but nowhere could he vote for any alternative method.

The Rev. John Corridan (*below, left*), a Jesuit priest who for years has been trying to fight the dock racketeers, had proposed a new hiring system that would give every man an even break in getting a job on the docks. He kept busy among the men, encouraging whatever spirit of independence he might find, but he felt all along the balloting was a sham. When the voting was over, no one seemed the least surprised that the members, not knowing what they might get in a new system, had decided two to one to keep what they had. Back in Hoboken, Kelly's nervous successor (*opposite page*) was going through the old familiar motions of the shape-up, and clean-up week, without ever having started, was over and at least temporarily shared the fate of Francis Kelly.



LINED UP TO VOTE, longshoremen of a New York local show their union dues books before voting. A loophole made it possible for union bosses

to distribute misappropriated dues books if they chose, and several newspapermen obtained voting privilege in this manner to prove it could be done.



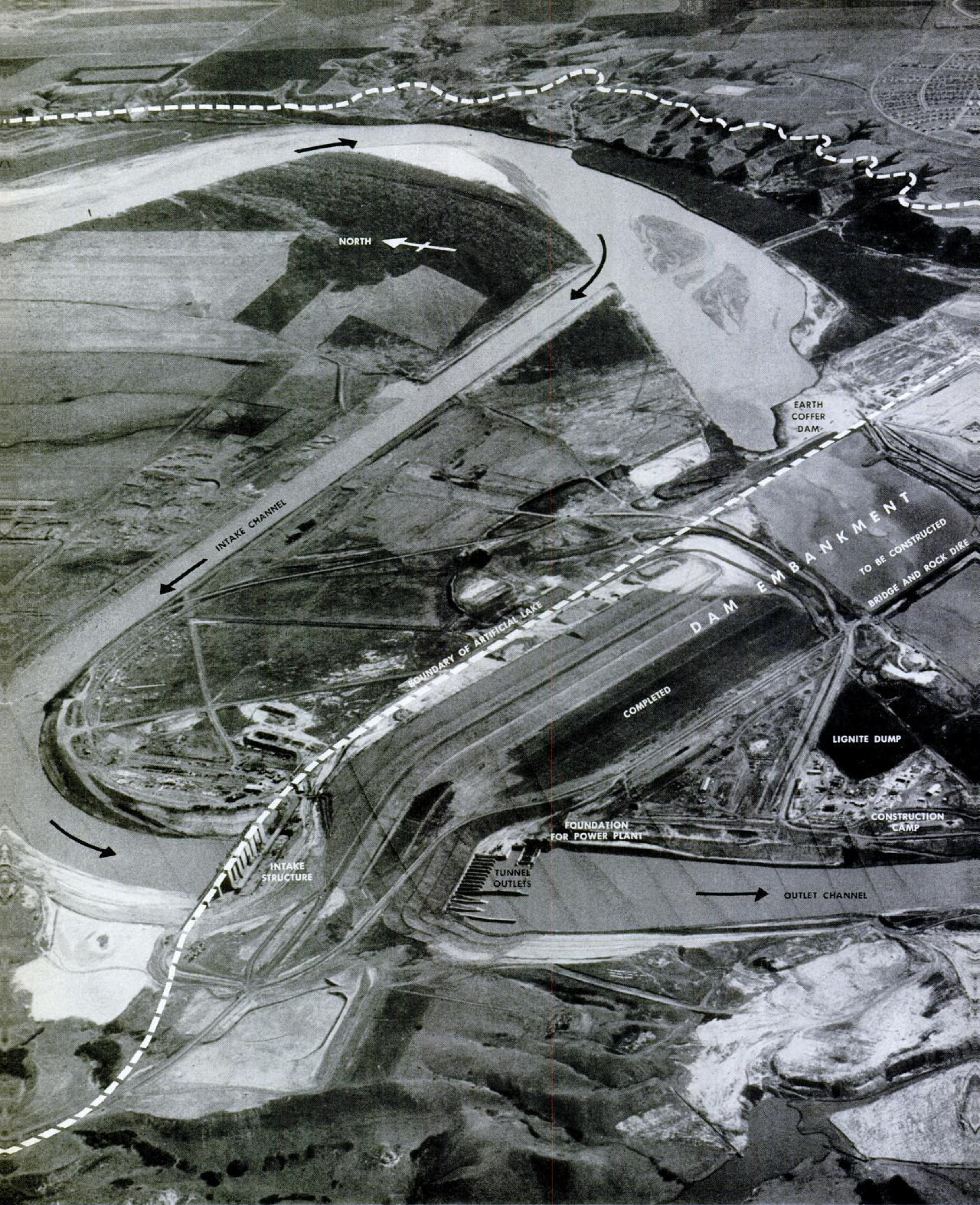
THE BIG BOSS, Joe Ryan, who is under indictment for misuse of union funds, relaxes in 19th floor office, confirmed in his suzerainty of New York waterfront docks. With him at his headquarters is "Packy" Connolly, I.L.A. vice president.

← **FIGHTING FATHER**, the Rev. John Corridan, tells a pier loft boss that the election "is just another of Joe Ryan's maneuvers." Though longshoremen from many docks seek him out, Ryan supporters denounce him as "ambitious priest."



THE SHAPE-UP CONTINUES at Hoboken Pier No. 3 a few days after Kelly was killed. Mike McNamara, Kelly's successor as hiring boss, pulls a man out for one of the day's jobs. Frequently more than 300 men show up for only 100 jobs,

and McNamara exercises sole right in deciding who gets work. McNamara, 30, and a dockworker since he was 16, is out on \$5,000 bail as a material witness in the murder of his predecessor, gets a police escort to and from his pier every day.



THE DAM SITE, which has own workers' city (top, right) sprawls over North Dakota farmland.

Dam will stretch two miles from intake at lower left to spillway at upper right and lake will be in area left

of the dotted line. Big loop in river is the new diversion channel and in center of picture, blocked by



MOVING INTO POSITION to "pull the plug" and let river into new diversion channel, a huge

dragline power shovel, riding a steel sled, is towed across water-sprinkled ground by 10 big tractors.

THE MISSOURI MOVES OVER

Engineers divert the big river to put up the new Garrison Dam

In the long-term seesaw battle between the truculent, muddy Missouri River and the government of the U.S., the river, so far, has held the upper hand. Five times in a decade it has leaped its banks and flooded the fertile valley with disaster, wet death and tons of silt. But this spring the government is again moving against the Missouri. Some 55 miles above Bismarck, in North Dakota, the U.S. Army engineers are putting up the Garrison Dam which, though smaller than Fort Peck Dam (*LIFE*, Vol. I, No. 1), is one of the biggest earth dams in the world. The Garrison is one of four main dams now under construction in the Pick-Sloan flood control project. It will make a lake

200 miles long, store water for irrigation, turn out electric power and, with the other dams, keep future Missouri floods under control.

Building a dam like Garrison means more than just blocking the river. Five and a half years ago the engineers started constructing the two ends of the embankment, packing down layer after layer of rock and dirt. This spring they completed a huge diversion channel to contain the river while the dam's center goes up. Then, late in April, they pulled the plugs that blocked the new channel, threw two small dams across the main river bed and the Missouri moved over, leaving the engineers free to work on the uncompleted center of the dam.



DIVERTING THE RIVER, trucks dump rock to form a dike across south end of unfinished center

of dam. Then bulldozers began building earth cofferdam at north to seal off a dry area for workers.

cofferdam and dike, is area to be filled. The pile of lignite, a low-grade coal, was turned up in digging.

A LIEUT. GENERAL'S PRIVATE WAR

At 49, Glenn O. Barcus flies jet fighter missions to retaliate against 'insulting' Red propaganda

SEOUL
If the Red air force in Korea has an iota of sensitivity to insult, they should be happy to learn that next week the rotation program will remove a gentleman named Glenn O. Barcus from the battle area. Lieut. General Barcus, commander of the 5th Air Force in Korea, is 49, which among pilots flying jets on combat missions is equivalent to 89. Not only has he been flying on such operations, in a plane adorned with his insignia and an unmistakable name, but he has taken the trouble to hang around overhead after each of 13 missions in recent months to tell the Communists why he was there in person.

After the bombs were dropped by the group he was directing on his last mission this month, General Barcus noted with satisfaction that the targets were smoking and that all his planes would get back safely. Then he delivered what he describes as "a slight message to the Communists in order to teach them better manners."

This communique, which had been written out in advance, was delivered from an altitude of 18,000 feet over Pyongyang over a radio frequency known to be monitored by the Reds. "This is General Barcus speaking," he said. "I have a message for you from the 5th Air Force. These little attacks today against military targets in the Pyongyang area are our response to your insulting propaganda lies over the Pyongyang Radio [the radio station was one of the targets that day]."

He continued: "In the future, every time you make derogatory remarks about the 5th Air Force you can expect our answer with bombs against military targets in your area. The attacks will be of ever-increasing severity. That is all now, but we will be back every time you broadcast your filthy lies about the 5th Air Force."

Then he concluded: "Goodbye now. This is General Glenn O. Barcus."

There was silence on the radio, then Colonel Perego, flying as the general's wingman, came on: "Well said, boss."

The general had left his seven-room house in Seoul at 8:45 that morning, driven himself to a light-plane base nearby, flown an L-20 to a fighter strip south of the city to be briefed, and taken off in his F-86 for this operation. By noon he was back at the jet fighter base, having a pleasant lunch with his wing and squadron commanders.

By 2 p.m. he was back at his desk in Seoul for an afternoon of paper work and conferences. Afterward he had a leisurely dinner at home, watched a movie run-off in his living room and rolled into bed at 10. He admits that he was "a little tired" that night.

Barcus has a fervor for doing things for himself. This leads him to chauffeur and tinker with his own Buick, pilot his own liaison plane on short hops and even to do his own piloting a good part of the time on long inspection flights. "My motives," he says, "are selfish—I like to do it."

He expects his subordinates to follow his example in leading men themselves. "I've always had the conviction," he says, "that the



WITH HELMET ON "CARCUSS" WINDSCREEN, BARCUS PREPARES TO TAKE OFF

only way a commander can tell how his organization is doing is if he flies with them. I've told my commanders that if they're heading up a combat unit they're going to fly with it—and in combat."

His longest jet mission in Korea took him to the Yalu last month. He went up in company with five top jet pilots, including Captain Joe McConnell who has 10 MiG kills to his credit. There was also a flight of four others behind them in case, Barcus says, "we got in a hassle."

Near the Yalu River, General Barcus recalls, they were flying at 42,000 feet. "We sighted two MiGs in front of us and slightly below us. They were heading toward Mukden and we never could have gotten a shot at them." The general maintains that he flew on these missions "primarily to observe and not to fight." But, he adds, "I wouldn't have stood for any insults from those MiGs."

Should a three-star general, commander of a force engaged in combat operations in the field, get himself into a position to "bounce" two enemy fighters and thus risk being shot down, possibly captured?

Air Force officials in the Pentagon, while acknowledging that it is a thoroughly laudable and human principle for a general to want to share the risks run by the men under him, point out that a force commander knows far too many secrets to expose himself unnecessarily to the possibility of capture and torture.

General Barcus is aware of this argument but answers that the risk he ran on missions was negligible.

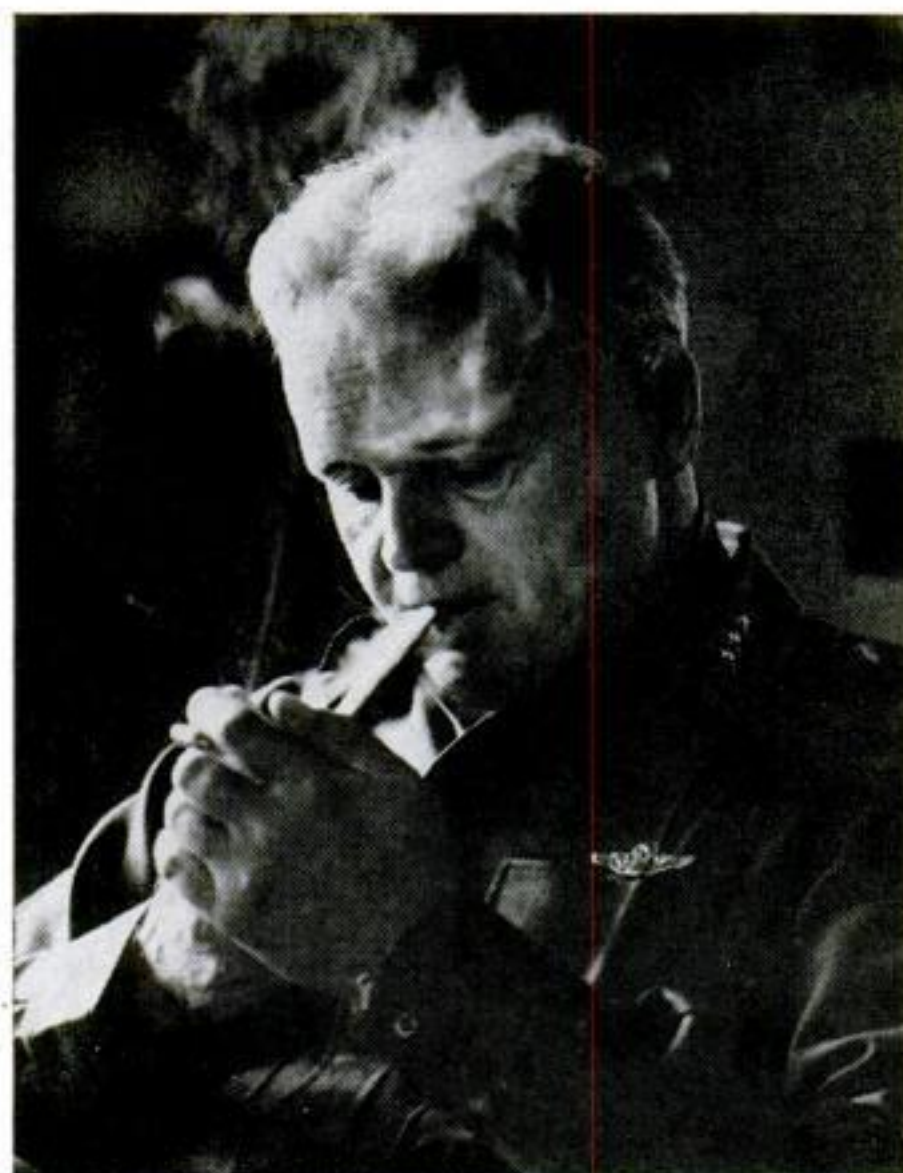
"They always picked the best wingman for me," he says. "On the Yalu sweep, I had a lot of awfully high quality help with me. I was always at great enough altitude so I could have glided to the water where rescue is almost certain and capture impossible."

When asked to say what might have happened if something unforeseen had happened and he was captured, he has a convincing answer: "I never had any intention of being captured. I would never permit myself to fall into the hands of the enemy."

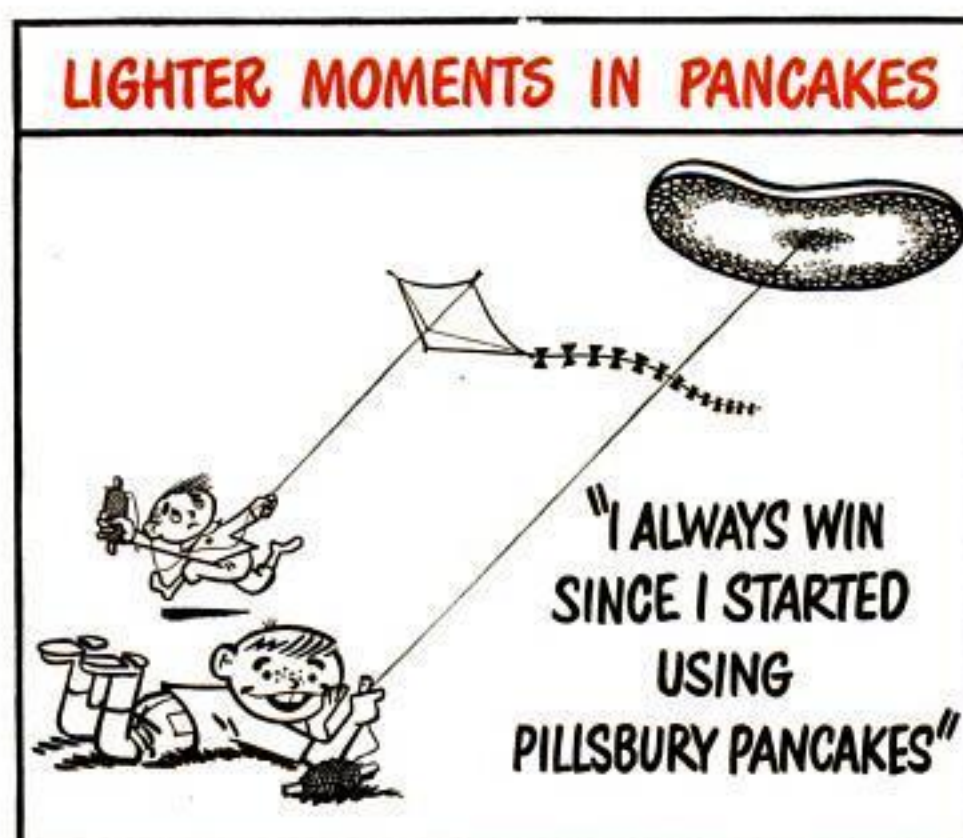
The Air Force has no set age limit they consider suitable for jet fliers, though it does give men over 40 additional physical tests, principally for the heart. At 49, General Barcus is old enough to be the father of the "high quality help" that accompanied him on jet missions, but there is no touch of the swash-buckler about him. He is soft-spoken, easy-moving and has a high regard for orderliness. He usually wears no medals on his uniforms. His white hair, parted in the middle, and his smooth, pinkish face with bright blue eyes convey an impression of a rather courtly gentleman. He has been flying since 1927 and has never, in his quietly successful career, had a crash or had to bail out of a plane.

There is no doubt that our pilots in Korea admire the general's stamina and courage. One F-86 pilot with three MiGs to his credit told me: "We know that we're going to be 49 years old some day. We only hope we'll be doing as well as he is when that time rolls around."

—DONALD WILSON



AT BRIEFING for North Korean missions, General Barcus, 190 pounds and 5 feet 11, lights up cigar.



The Lighter Note in Pancakes



Each and every pancake
a fluff of perfection, laced with
pin-point bubbles.
Swirls of golden brown on the outside.
A froth of delicate flavor
on the inside. All ingredients
blended by a unique Pillsbury
process. Have you enjoyed these lighter
Pillsbury pancakes? Please do.

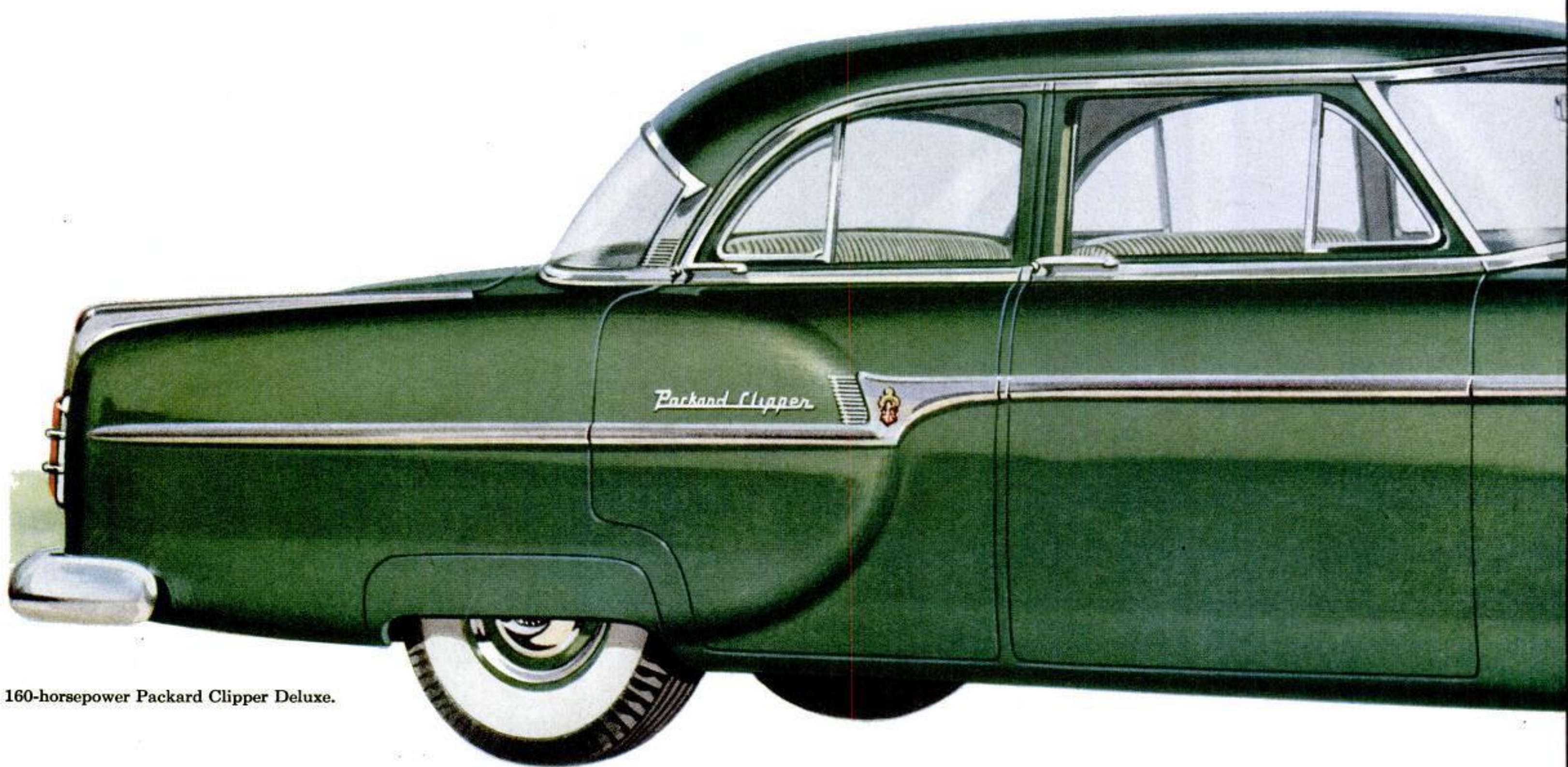
P. S. Pillsbury Buckwheats
are lighter, too. Milk is all
you add to either one.



For economy—
buy the large size.

Pillsbury
for lighter pancakes

This Is The News That Got Around Fast



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The New Packard

Each year word gets around that this or that car is "the buy." This year it's the Packard CLIPPER—and here's why—



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In the news as a big car in styling, comfort, sturdiness, performance; the kind of car you'd like your family to ride in . . . the kind of car you'd feel better about yourself if you like something substantial under you.

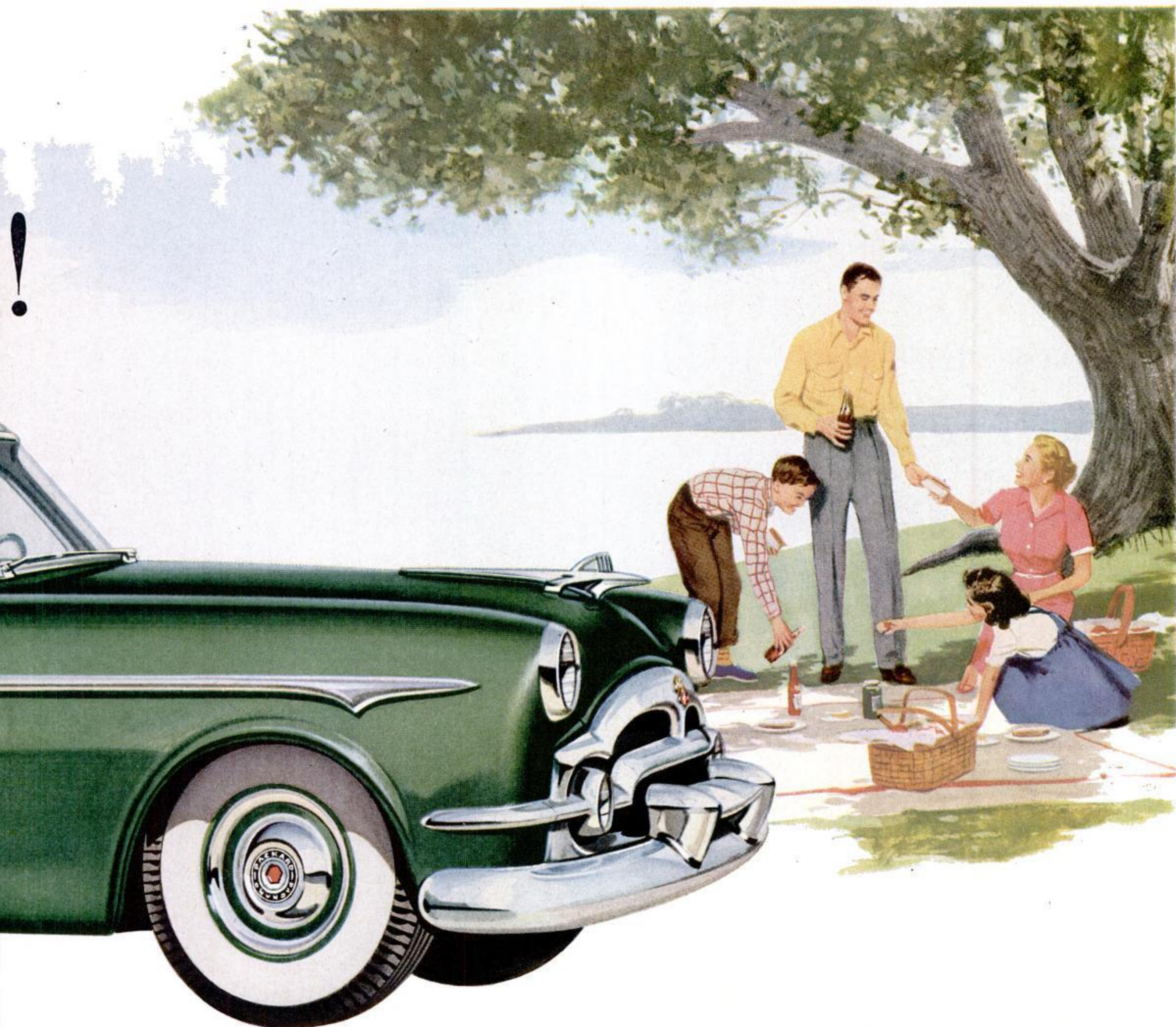
And then The Big Story! The story *behind*

the news. The story that nobody authored exactly—it just started. Started where automobiles are "shopped" and tested and compared by the experts. The men who really know whether a car is all talk, or all automobile.

Here the story took the turn that did the trick! The new Packard CLIPPER became "the buy" of the year. And the news traveled fast.

Before you sign!

Say you've got a new car in mind. You have a certain sum of money you can afford to pay for it. Maybe you're thinking that a



CLIPPER

low-priced car is good enough, or one of the medium-priced cars. All right. Keep your convictions, but also keep an open mind.

Then, before you sign an order—pay a visit to your Packard CLIPPER dealer and

give this new car a careful going-over, including a ride of your own choosing! You're in for the surprise of your life! First at the feel, comfort and power of this fine, strong, sturdy car—and then at the price!

You'll find that this CLIPPER by Packard is practically in the same price league with dolled-up, low-priced cars—and is certainly one of the best buys you ever saw on its home ground: the \$2,500 and up medium-price field!

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In addition to the Clipper, PACKARD is building today a car so beautiful and fine that it is applauded everywhere as "America's new choice in fine cars." Ask the man who owns one—today!



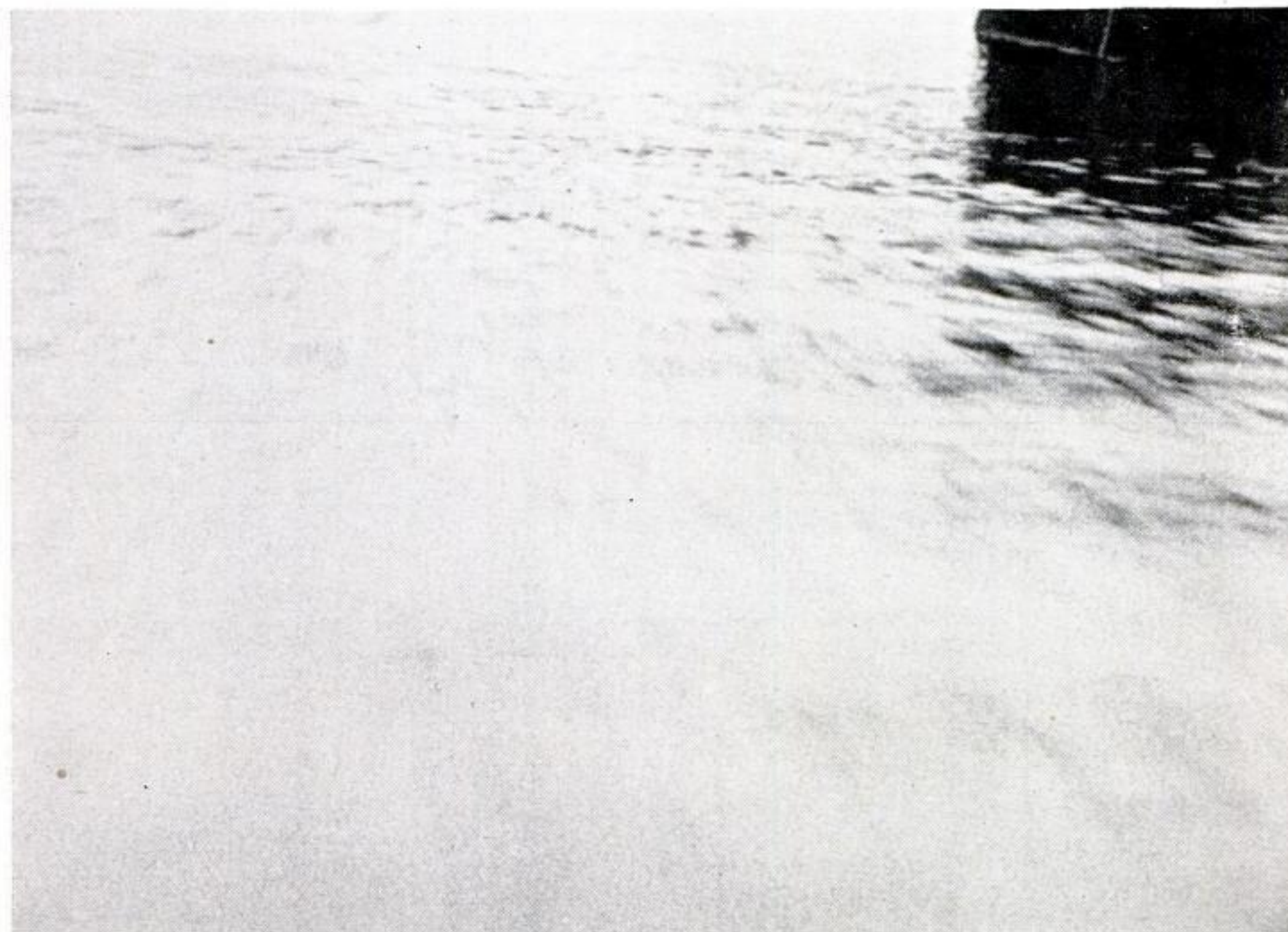
When friends say, "Try
this mellow drink"
...heed their advice!

You just can't buy
a better drink
—at *any* price!



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Now 5 generations finer

FRANKFORT DISTILLERS CORP., N. Y. C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS



DAREDEVIL'S VIEW of a bridge is seen in movie sequence shot from plane, as it approaches Lambeth

Bridge (*top*), dips down (*center*), scoots through (under arch, *bottom*), the water rushing past in blur.



DRAPER FLIES UNDER BRIDGE AT BIG BEN'S FOOT

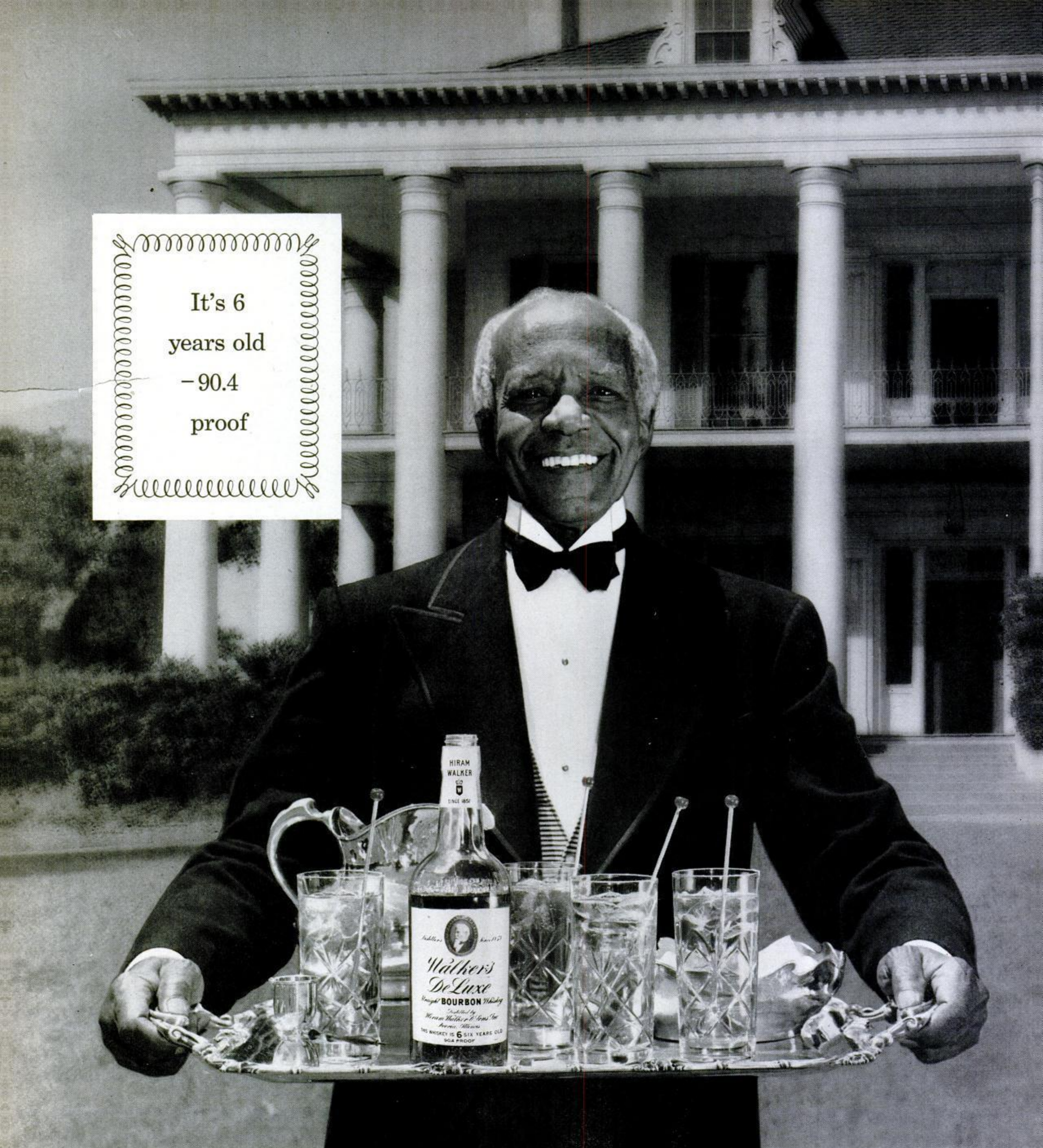
'MAD MAJOR'S' MAD FAREWELL

We fly with him under bridges

Other World War I fliers used to call Christopher Draper "The Mad Major" because he liked to fly a few feet above enemy trenches and fire away at the German army with a pistol. In London last week Major Draper, now 61 and unemployed, set out "to prove there's life in the old dog yet." He rented a monoplane and headed for the Thames with a friend along to take movies. Flying up the river, he dived his plane each time he came to one of London's bridges, shooting under a dozen low spans at 90 mph while watching women screamed and his friend's camera ground away. "I shall never be allowed to fly again," said the Mad Major happily afterward, getting set to face police. "I meant this as my spectacular swan song."



SMILES OF TRIUMPH are worn by Draper (*left*) and passenger Joe Matthews after wild trip is done.



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—90.4
proof

Help yourself, sir. It's Walker's DeLuxe!

These words are hospitality itself. For this straight bourbon by Hiram Walker is an uncommonly good whiskey—6 years old—a whiskey truly elegant in taste. May we suggest it for you and the friends who share the hospitality of your home?

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SEAT HUNTERS FOR RED HUNT

It touches editor, entertainers

The crowd stood in line last week to hear Senator Joe McCarthy smite Communism anew, but some of the senator's old business made bigger news. It came with release of the secret transcript of McCarthy's grilling of Editor James Wechsler of the New York *Post*. Ostensibly, Wechsler was called because one of his books was in American information libraries overseas. Actually, as the transcript showed,



EDITOR WECHSLER

McCarthy had no idea whether the book was one Wechsler wrote as a member of the Young Communist League or one written as a vigorous anti-Communist after he left the party in 1937. A tart, tough witness, Wechsler insisted the real reason for calling him was his —and the *Post's*—long

record of criticizing McCarthy and his methods. Using those methods freely, McCarthy accused Wechsler of being a "phony" anti-Communist, charging him with "smearing the people who are really fighting Communism." Wechsler retorted the *Post* was "as bitterly opposed to Joe Stalin as it is to Joe McCarthy." Then Wechsler called on the American Society of Newspaper Editors to judge whether McCarthy is violating freedom of the press by trying to intimidate papers opposing him.

In New York the Un-American Activities Committee, under Representative Velde, was on its own Red-hunting safari. In a week it bagged some big entertainment names (below) but heard some tough back talk when Actor Lionel Stander took the stand. Vehemently denying he was a Red—but refusing to repeat 1940 testimony that he had never been—Standar delivered a slam-bang tirade and compared the committee to "a Spanish Inquisition."



CURIOUS QUEUE waits outside McCarthy's investigations subcommittee room in Senate Office

Building, Washington. The hearing was so crowded they had to wait for somebody to leave to get seats.



PRODUCER Robert Rossen, in 1949 an Academy Award winner (*All The King's Men*), admitted giving \$40,000 to Reds, said he quit party in 1947.



SONGWRITER Jay Gorney (*Brother, Can You Spare a Dime?*) declined to say whether he was a Red, hummed a tune he wrote about Constitution.



ACTOR Lionel Stander lectured the probers, saying earlier accusation in 1951 caused him to be "blacklisted" in radio, television and the movies.



BAND LEADER Artie Shaw, weeping and calling self "dupe," said he was a "sucker for signing things" for Communist-front organizations.

LIFE ON THE NEWSFRONTS OF THE WORLD

Red negotiators make a concession, General de Gaulle bows out of politics, Farouk's face is censored



HARRISON ARRIVES FOR TRUCE TALKS

With General Nam Il indicating that he was making a major, all-or-nothing concession, the Communists last week came out with an eight-point truce proposal which Lieut. General William Harrison, chief U.N. negotiator, said was "so important that any major decision must be made by the governments themselves."

The Communist plan is to let a five-nation commission take custody of all prisoners who do not want to be repatriated. For the next four months the Communists would "explain" to the prisoners why they ought to return, and at the end of that time all remaining prisoners would become the problem of the political conference on Korean peace terms. This conference would include China and North Korea, both of whom could delay any final decision.

After getting instructions from the U.N., General Harrison neither accepted nor rejected the Communist proposal but asked for more information. So far, the Communist offer merely postpones the prisoner problem by passing it along to the political conference. There the talks could start all over again and the prisoners could remain prisoners indefinitely.

Rookie Pitcher Bobo Holloman had not looked very effective in his three relief appearances for the St. Louis Browns. But last week he started his first game and pitched a no-hitter, beating the Philadelphia Athletics, 6-0. Not since 1892 had a pitcher thrown a no-hitter in his first big league start.

No hope for a balanced budget

President Eisenhower's doubts about being able to balance the budget (LIFE, May 11) were solidly confirmed by Secretary of the Treasury George Humphrey. Testifying on foreign aid, Humphrey told a Senate committee, "There is no prospect at all for anything but an increase in the national debt at the present moment." Balancing the budget, said Humphrey, would involve a threat to national security that "simply would be too great."

Discouraged by sweeping defeats in local elections, General Charles de Gaulle suddenly disbanded his Rally of the French People, once the largest party in the National Assembly. His 84 followers in the 627-man assembly are now free to align themselves with other parties or be completely independent. In bowing out of active politics, De Gaulle said that he would still be available if the French people called on him to step in and save the country.

Uruguay broadcasts a duel

Uruguay, where dueling is legal, had the distinction last week of broadcasting a duel over the radio. As President of the Senate Alfeo Brum and Newspaperman Ulises Pereyra exchanged pistol shots because of political quarrels, a radio announcer stood close enough to pick up the sound of firing on a microphone and reported, "The first shot was fired. . . . Neither man was injured. . . . They are reloading now. . . . The second shot was fired. . . . Again both men were uninjured." The duel—and the program—was then declared finished.

Joint Chiefs get new member



GENERAL TWINING

The Joint Chiefs of Staff got a new member last week when President Eisenhower chose General Nathan Twining to replace retiring General Hoyt Vandenberg as Air Force chief of staff. Twining, 55, has been vice chief of staff under Vandenberg for the past three years. In August, Generals Omar Bradley and J. Lawton Collins are also expected to retire, leaving only Admiral William Fechteler of the present Joint Chiefs of Staff.



EGYPT DISGUISES FAROUK-FACED STAMP

Busily trying to efface the memory of King Farouk, the Egyptian government has finally gotten around to Farouk-adorned postage stamps. Not wanting to throw away a large stock of stamps already printed, the Egyptians have neatly effaced Farouk's face with a surcharge of three black bars.



CRASH VICTIMS ARE BURIED TOGETHER

Twenty miles from Calcutta during a heavy storm, one of Britain's prize Comet jet airliners suddenly crashed, killing all 43 persons aboard, including three Americans. Two funeral services were held and most of the unidentified bodies were buried together in a common, flower-ringed grave. Investigators could not discover what had caused the crash.

Death of an Aquatot

The "Aquatots," Kathy Tongay, 5, and her brother "Bubba," 7, were known to the public as remarkable, talented children who were able to perform diving and swimming feats almost before they could talk. What the public did not know was that the Aquatots were made to practice hour after hour, day after day, by their ambitious father even though, according to a lifeguard, "Kathy just hated the water." Last week in Miami after her swimming lesson, Kathy Tongay had convulsions and died. An autopsy showed that her death was due to a ruptured intestine caused by a severe blow, and police said her body was covered with bruises. Kathy's father Russell Tongay denied that he had beaten her, but police formally charged him with second-degree murder.

U. of Chicago reverts to normal

Under the leadership of Robert Hutchins, the University of Chicago was the scene of some of the most interesting educational experiments in the U.S. With Hutchins gone, things are slowly getting back to normal. Last week, in spite of faculty and student outcries, the University of Chicago gave up its famous shortcut program, which enabled some students to get a full college degree in two years. The four-year degree and other pre-Hutchins institutions were restored. The dean of the college offered his resignation in protest and one forward student remarked, "We wanted our kids to come here, but now we might just as well let them go to Dartmouth."



Jell-O Pudding and Pie Filling

OF COURSE, THERE'S A DIFFERENCE IN BUTTERSCOTCH PUDDINGS!

1. That's why more people eat Jell-O Puddings than any other brand!
2. Only Jell-O Butterscotch Pudding has such golden *buttery* goodness!
3. DOUBLE-FEATURE WONDERS—make delicious puddings OR pie fillings for mere pennies!



Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

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Why put up with  messy hand defrosting?

For only  dimes a day you can have your choice of

4 ALL-NEW 1953 "MAGIC CYCLE"* KELVINATORS



"MAGIC CYCLE" DEFROSTING... KEEPS FROZEN FOODS FAR BELOW FREEZING... EVEN DURING DEFROSTING!

The refrigerator sensation of 1952 was Kelvinator's "Magic Cycle" defrosting! Now, in 4 brilliant new models, here is the same basic principle, with new time-saving features, new beauty, new low cost. You can forget defrosting troubles for good. You can be sure, too, that your frozen foods will always stay *frozen*, even *during defrosting*, for Kelvinator "Magic Cycle" defrosting action is so rapid that inside freezer temperatures stay *below freezing* at all times!

* Patent applied for.

** After minimum down payment.

† Manufacturers' suggested retail price including delivery.

ONLY KELVINATOR OFFERS YOU 4 MODELS WITH ALL THESE VITAL FEATURES!

- 1 **"Magic Cycle" Defrosting**—the surest, safest method ever devised. Frozen foods—even ice cream—stay frozen solid during the brief defrosting cycle!
- 2 **Giant across-the-top Freezer Chest**—Cold on 5 walls with sealed back and insulated, gasket-sealed door for faster freezing, less moisture.
- 3 **Built-In Butter Chest**—keeps your butter within easy reach, right in the door safe and fresh. Holds a full pound.
- 4 **Roll-out Dairy Shelf**—No more hide and seek with bottles in back. This strong, easy-gliding shelf will hold up to 24 bottles of milk, and rolls right out to bring them to your fingertips.
- 5 **Shelves in the Door**—Added convenience and added storage space for smaller, often needed items. Upper shelves are recessed for convenient egg keeping.
- 6 **Sturdy, rust-proof Aluminum Shelves**—The shelves in these Kelvinators will never rust, never corrode, never lose their bright, attractive appearance because they are *aluminum* and of special construction for added strength and service.
- 7 **"Moisture-Seal" Crispers**—made of shatter-proof Polystyrene. Special air-lock design seals in moisture, keeps produce garden fresh for weeks and weeks.
- 8 **Cold-Clear-To-The-Floor Design**—Kelvinator's full-length design gives added food space in less floor space. No other make offers so much cooling in such compact cabinets.

You Can Actually Buy A New 1953 Kelvinator for as Little as \$209.95!†

In addition to these 4 "Magic Cycle" models your Kelvinator dealer has other new 1953 Kelvinators to show you, including self-defrosting two-door models. All offer the features that

have made Kelvinator world famous for quality and dependability. See the complete line today and you'll agree... "It's Time To Trade For Kelvinator!"



WIN A \$1,000 VACATION FOR YOUR FAMILY††
In Kelvinator's "Homemaker's Holiday" Contest!
904 Prizes Every 2 Weeks!

Here's your chance to win a vacation for your entire family. Every two weeks until July 3, 1953, Kelvinator is awarding four \$1000.00 vacation prizes to the grand winners in this great contest. In addition, Kelvinator home appliances and cash awards will be given to 900 lucky winners every two weeks. So enter now. You don't have to buy anything. Just see your Kelvinator dealer for your entry blank and complete details. Four more contest periods. Next contest closes May 23; next, June 6th; next, June 20th; last contest, July 3.

††24 Top winners will be awarded \$1,000 each for their vacations.

LOOK AT THE FEATURES...LOOK AT THE SPACE...LOOK AT THE PRICE...

IT'S TIME TO TRADE FOR **Kelvinator**

and join the Kelvinator Parade to Better Living!

Kelvinator, Division Nash-Kelvinator Corp., Detroit 32, Mich.



Ready in a jiffy...

When you have a few cans chilling! Hunt's Heavenly Peaches are wonderful for any meal. And good news — children love them, too! Just chill and serve... in a jiffy! Now, for a special surprise, look at the recipe below...



Ready in 2 jiffys...

This is no ordinary gelatin dessert, no ma'am! You use Hunt's heavy peach syrup as one of the ingredients! And what a delicious difference *that* makes! You just try it!

Heavenly Peach Gelatin

1 package gelatin dessert
1 can Hunt's Heavenly Peaches

Dissolve gelatin in hot water according to directions on package, but use only $\frac{1}{2}$ as much water as called for. When dissolved, add the same amount of syrup from the can of peaches as the water you used. Pour mixture into an 8-inch by 8-inch pan and place in refrigerator; allow to get very firm.

Just before serving, cut into 1-inch cubes and place in dessert dishes, leaving room for two Heavenly Peach halves on top. If you desire, fill peach cups with whipped cream.

Hunt- for the best



**Hunt's
Heavenly Peaches**
at
down-
to-earth-
prices!

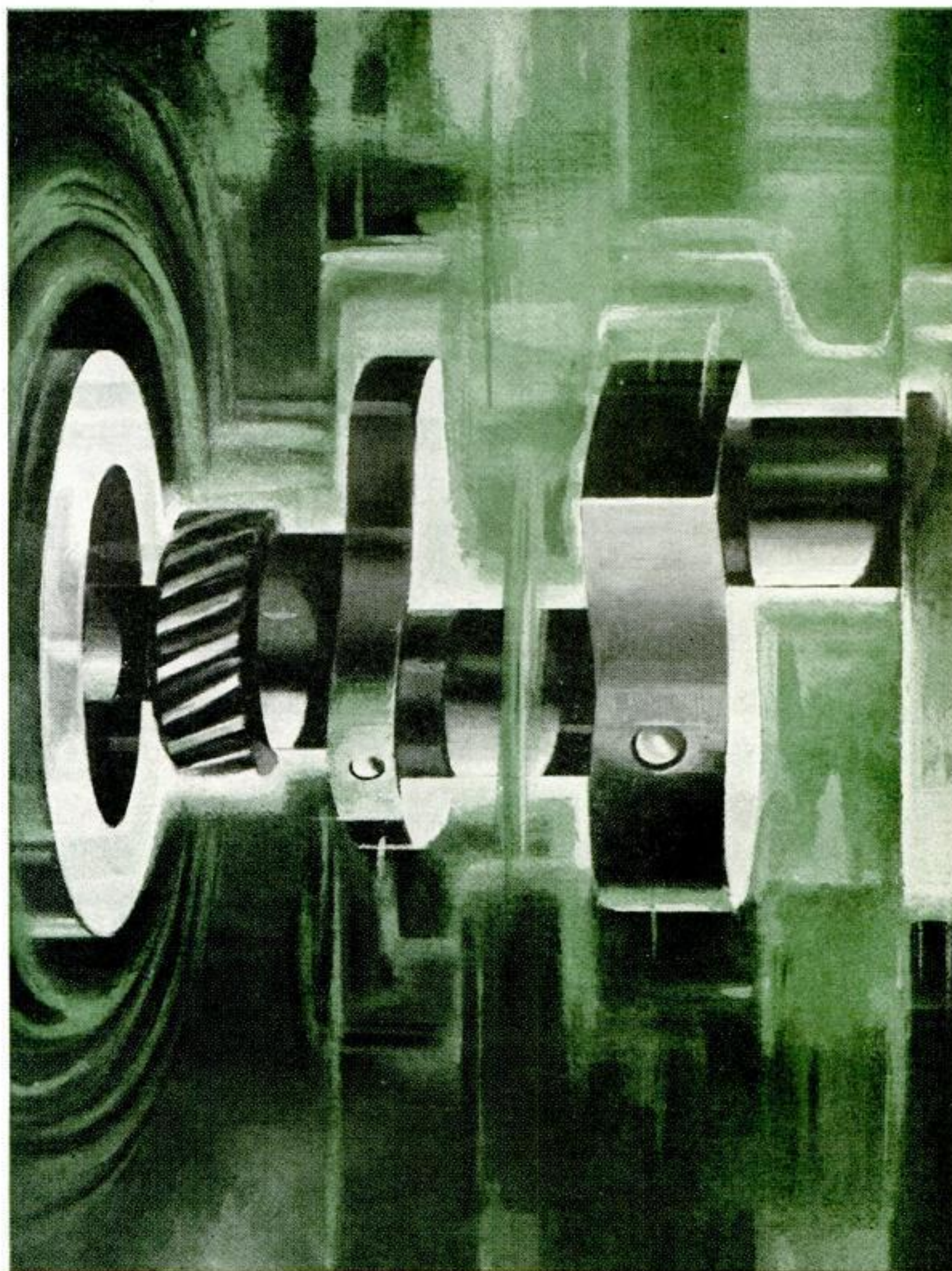


Hunt Foods, Inc., Fullerton, Calif.



WHAT'S A WOMAN DO?

When she drove to Luxembourg to take her post as minister, Perle (*Call Me Madam*) Mesta tried to argue her way into Belgium before border guards got her straightened away for the right country. Recently, her mission as minister accomplished, Madam Mesta paused on her way out of Luxembourg for a military review, demonstrated that even when placed between strong men she can get cheerfully mixed up. Watching Congressman James Fulton (*left*), she imitated him with a dubious civilian hand over heart. Then, looking the other way at Brig. General William W. Ford, she switched happily to a military salute.



A typical engine crankshaft . . .

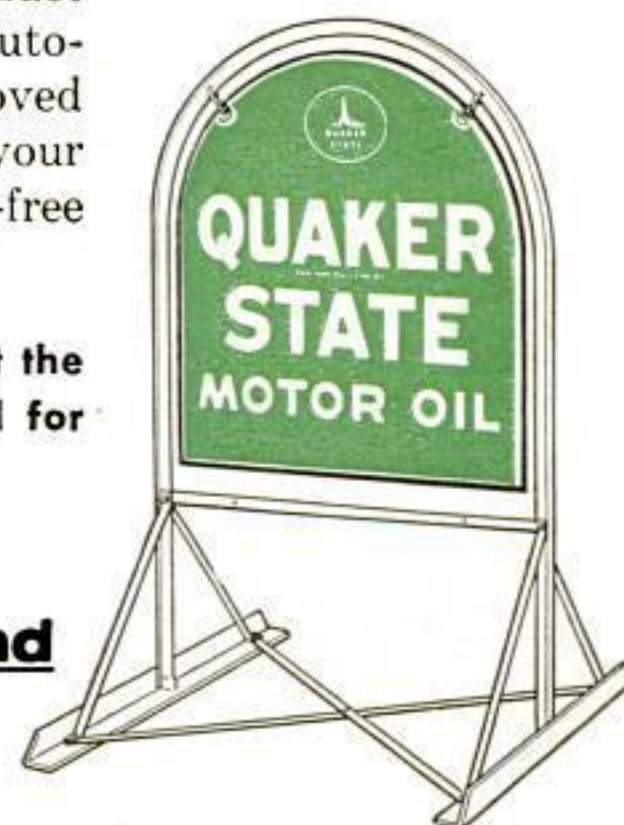
**REVOLVES 12,483,000
TIMES EACH YEAR!**

MODERN automobile engines, like the one in your car, are high-compression, high-powered machines whose fast-moving parts demand motor oils of exceptional endurance, heat-resistance, and purity.

There is no finer motor oil in the world today than Quaker State. It is the product of nearly 50 years of specialization in automobile lubrication — performance-proved to keep pace with engine progress. Fill your crankcase with Quaker State for worry-free motoring!

Quaker State Motor Oil is made to suit the requirements of all makes of cars and for all types of service. Ask your dealer.

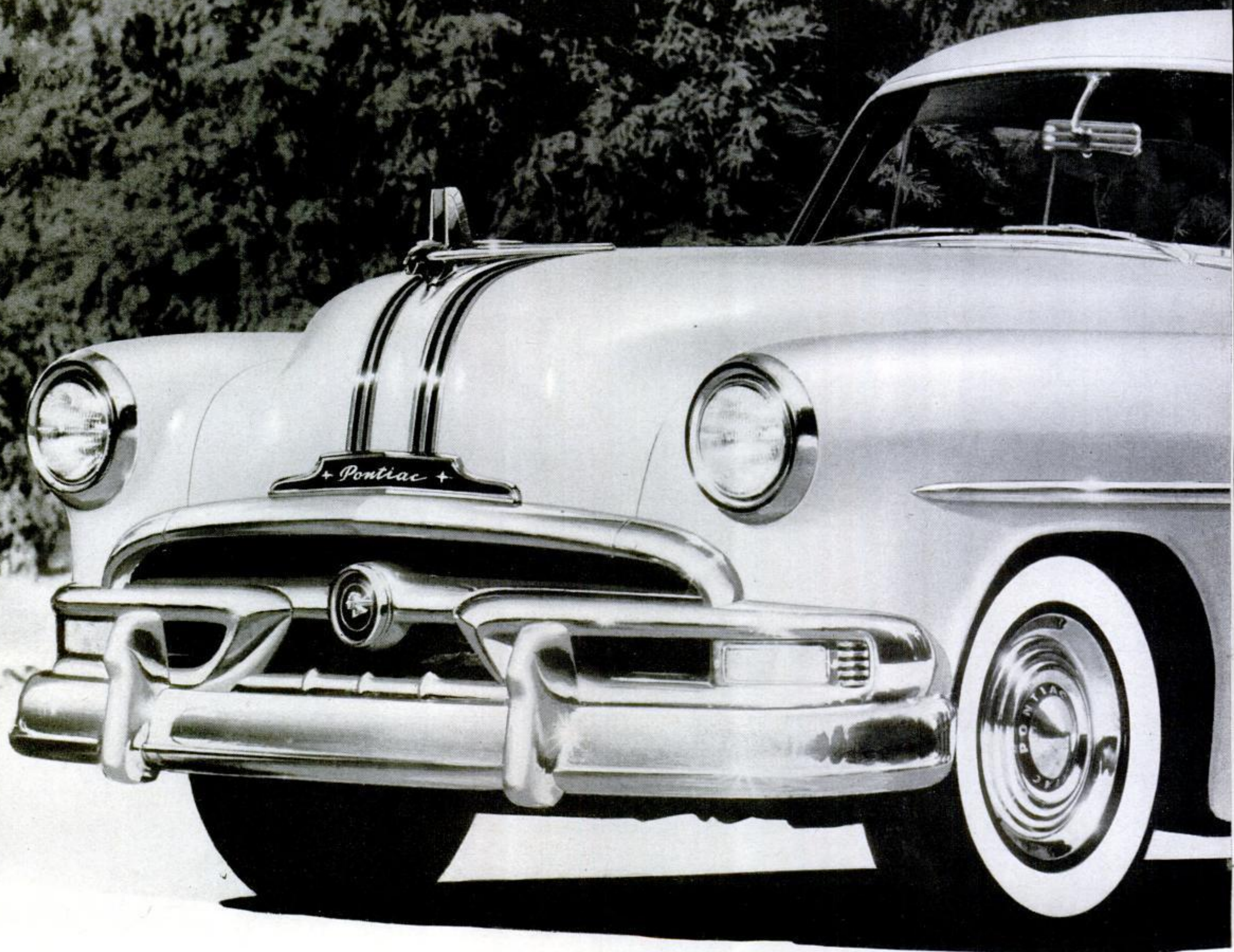
**Modern Engines Demand
Quality Lubrication**



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

Member Pennsylvania Grade Crude Oil Association

GENERAL MOTORS LO



HIGHLIGHTS OF PONTIAC QUALITY AND VALUE!

LONG 122-INCH WHEELBASE

**EXCLUSIVE DUAL-RANGE POWER TRAIN* FOR
SUPERB PERFORMANCE**

BEAUTIFUL, ROOMY, LUXURIOUS BODIES BY FISHER

**GENERAL MOTORS LOWEST PRICED EIGHT
POWERFUL HIGH-COMPRESSION ENGINE**

**ESTABLISHED ECONOMY, LONG LIFE AND
HIGH RE-SALE VALUE**

EXCEPTIONAL STEERING AND PARKING EASE

*Optional at extra cost.

Sit behind the wheel of a Pontiac Eight and you'll find yourself very happy for several important reasons.

First, you'll feel yourself in command of an engine that virtually begs "Let's go!"—that responds at the touch of your toe with smooth, surging, sprightly power; more power, in fact, than you'll probably ever need.

Second, you'll enjoy the pleasant realization that this outstanding performer is yours at a remarkably low price—at a price, in fact, that is right down next to the very lowest and actually

DOLLAR FOR DOLLAR

SEE YOUR NEAREST PONTIAC DEALER TODAY

WEST PRICED EIGHT!



A GENERAL MOTORS MASTERPIECE



lower than some less powerful sixes and many smaller cars. Now couple this big, powerful high-compression husky with Pontiac's Dual-Range Hydra-Matic Drive* and you've got the performance champion of them all, because this great transmission automatically tailors your power to every driving condition—flashing get-up-and-go for traffic or effortless, economical cruising when the road ahead is clear.

Then consider what the name Pontiac itself means in driving satisfaction: unsurpassed dependability and long-range econ-

omy for thousands upon thousands of carefree miles; big, roomy Body by Fisher and long, road-hugging 122-inch wheelbase; distinctive Dual-Streak beauty and rich, luxurious interior styling.

It all adds up to this: whether you choose your Pontiac as an eight or as a smooth, economical six, you've made a wise decision, because any way you look at it, dollar for dollar you can't beat a Pontiac—a General Motors Masterpiece. Come in and see for yourself. Visit our showroom soon.

YOU CAN'T BEAT A ***Pontiac***

DRIVE A WONDERFUL NEW PONTIAC YOURSELF!



"I solved my biggest hostess problem... by falling in love again"

It happened the night that Frank and I first had dinner at the Fosters'. We fell in love all over again—with the idea of owning International Sterling.

For there on the table, reflecting a thousand sparkles of candlelight, was the very same pattern that Frank and I had picked out years ago—but never got around to buying.

We realized then—as we never had before—how really shabby our own dinner table was by comparison. Nothing ever looks right when your table service is wrong.

We realized, too, that nothing can match the gleam and beauty of good silver . . . and that when you set your table with International Sterling it literally casts an air of graciousness over the entire evening.

Yes, we fell in love again, all right—but this time we did something about it. Frank and I bought our first four place settings in the lovely Prelude pattern—today!

When you decide on your favorite International Sterling pattern, don't wait. Don't miss one single week of the pleasure that owning the finest solid silver can bring you!



International Sterling

THE SOLID SILVER WITH BEAUTY THAT LIVES FOREVER!

ALL PATTERNS MADE IN U. S. A.

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ON WAY BACK FROM PONTIFICAL MASS IN HIS HONOR IN CHICAGO'S CATHEDRAL, BISHOP SHEIL STOPS TO HEAR C.Y.O. BAND PLAY SONG, "HAIL BISHOP SHEIL"

'PEOPLE'S BISHOP' HAS A SILVER JUBILEE

Chicago gives its beloved 'Benny' Sheil a well-earned celebration

Archbishops	2 nd + 3 rd Floors
Bishops	2 nd + 3 rd Floors
Monsignors	4 th , 5 th + 6 th
Fathers	School Hall
Brothers	School Hall

RECTORY SIGN tells the 31 bishops and archbishops, 39 monsignori and 750 priests attending celebration where to vest for the Pontifical Mass.

In his time Roman Catholic Bishop Bernard Sheil has borne the brunt of much hatred. Wealthy Catholics bitterly opposed his support of packinghouse workers' unions, and gunmen shot into the restaurant where he ate to frighten him from helping the workers. A union man struck him and a woman spat upon him. But the chubby, cheerful "people's bishop" weathered it all. Last month, to celebrate "Benny" Sheil's 25th year as a bishop, leaders of business, labor, government and the church came from all over the U.S. to honor

him as one of the most beloved churchmen.

Sheil's good works have been most effective in the packinghouse slum areas, "back of the yards." He labored to bring racial understanding, to establish schools for the poor. For poor boys he founded the Catholic Youth Organization, which now has 10 million members. Catholics shocked by the C.Y.O.'s emphasis on boxing were set down by Sheil: "Show me how you can lead boys from the saloons with a checkers tournament, and I'll put on the biggest checkers tournament you ever saw."

New, Revolutionary MITCHELL ROOM AIR CONDITIONER

Cools
FOR MATCHLESS
SUMMER COMFORT

Heats
FOR EXTRA WINTER WARMTH
*Does both at
no extra cost!*



Dial the indoor comfort you want
year 'round with the exclusive
MITCHELL Weather-Dial

Years ahead in engineering, the 1953 MITCHELL now brings you year 'round indoor comfort at the price you would normally pay for a summer room air conditioner alone.

MAXIMUM COOLING—for those shimmering summer days ahead. **WARMTH**—to keep you cozy during the change of seasons. It also dehumidifies, ventilates, purifies air and night cools. Easy to install—the handsomely designed MITCHELL slides in the window, plugs in the wall—and it's tip-toe quiet!

Write today for
booklet about the
Dual Purpose MITCHELL.

No other Room Air Conditioner gives you
DYNA-COOLING for extra Summer Comfort

See one today. Your nearest MITCHELL Dealer is listed
in the classified section of your telephone directory.

MITCHELL MANUFACTURING CO.
2521 Clybourn Avenue • Chicago 14, Illinois

Bishop's Jubilee CONTINUED



FORMER PROFESSOR, Father William Bergin, who taught Sheil at St. Viator's college, has breakfast with him.

HONORS AND EULOGIES

For the "little bishop's" anniversary, besides a Pontifical Mass, there were luncheons, dinners and numerous gifts, including a check for \$131,582, raised by public subscription, for his C.Y.O. Pope Pius XII named him an assistant to the Pontifical Throne, giving Sheil preference in papal processions over bishops and even archbishops without this title of favor. At the main jubilee banquet an Episcopal bishop gave the benediction and a rabbi blessed the bishop. The main course was the bishop's favorite food, corned beef and cabbage, and the main musical number was his favorite song, *MacNamara's Band*.



AT LUNCHEON Sheil sits to right of Samuel Cardinal Stritch (in high-backed chair) before papal and U.S. flags.



AT PONTIFICAL MASS Cardinal Stritch delivers sermon to well-wishers who filled cathedral. He called Sheil

"apostle of youth" and said the bishop's desire always had been to "protect the weak and sober the strong."

CONTINUED ON PAGE 66

The new
plastic bandage

CURAD®

washes clean but won't wash off!



**CURAD
PLASTIC
BANDAGE**

Stays neat, stays clean and *stays on*—even in soapy water. Outlasts three old-style bandages. Paper-thin and elastic—fits like your skin.



NOW IN FLESH COLOR
AS WELL AS WHITE



**OLD-STYLE
CLOTH
BANDAGE**

Soon gets ragged and messy-looking. Not a CURAD! It has no cloth to catch dirt or ravel. Doesn't come loose in water. It's waterproof.

FIGHTS GERMS—doesn't just cover 'em!

Only CURAD contains Furacin*-Tyrothricin, the new wonder drug that killed or inhibited all 28 common wound bacteria in laboratory tests. This new germ fighter will not stain your hands or clothes.

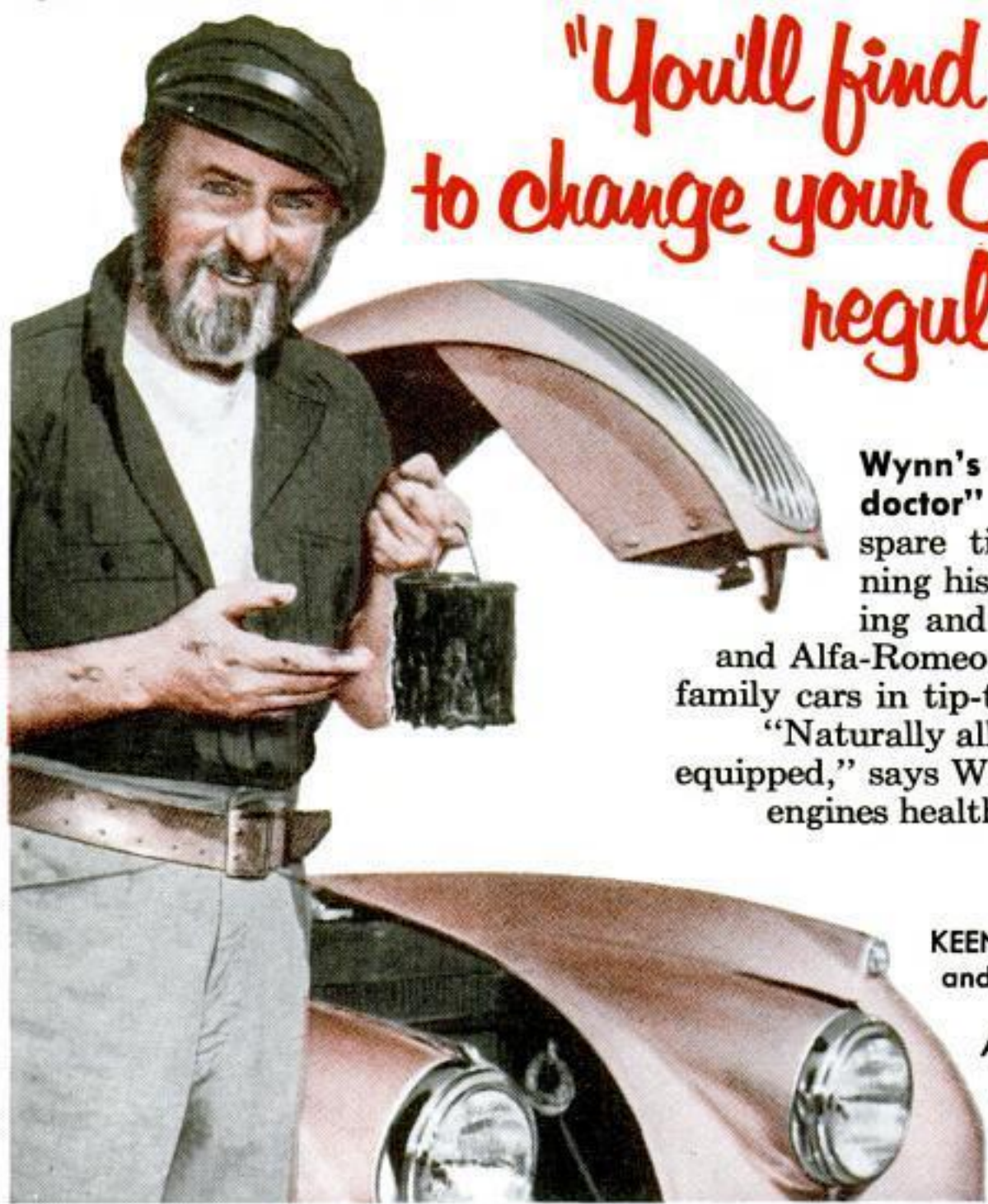
BAUER & BLACK

Division of The Kendall Co.

*Eaton Laboratories, Inc., brand of nitrofurazone

Sports car enthusiast **KEENAN WYNN** says

*"You'll find it pays
to change your Oil Filter
regularly"*

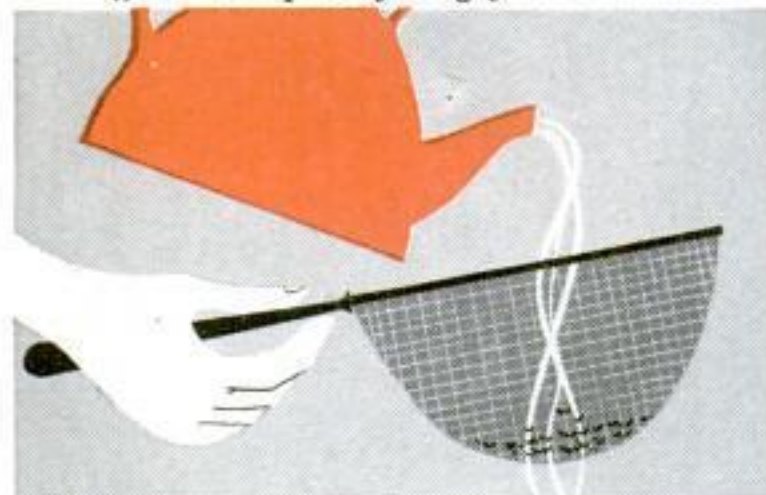


Wynn's an expert "motor doctor" . . . divides his spare time between running his auto agency, tuning and racing his Jaguar and Alfa-Romeo. He keeps his two family cars in tip-top condition, too. "Naturally all my cars are filter-equipped," says Wynn. "Keeps those engines healthy and humming."

KEENAN WYNN, costumed and bearded for his role in M-G-M's **ALL THE BROTHERS WERE VALIANT** (Color by Technicolor)



If your oil filter looks like this—it can't trap any more abrasives and sludge out of your engine's oil stream! 5000 miles of ordinary driving can completely clog your oil filter.



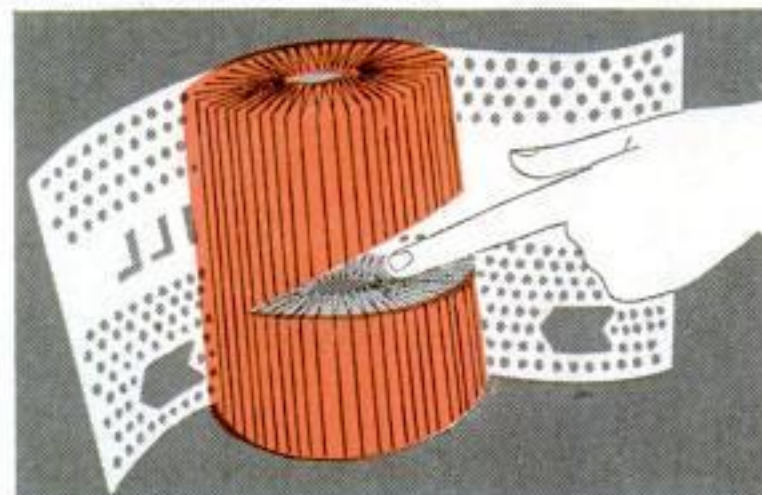
An oil filter is like a tea strainer. The Purolator Micronic* traps abrasives and sludge out of the oil the way the strainer keeps tea leaves out of the cup.



Saves you money on car upkeep. By trapping grit and sludge before they can damage finely machined parts, Purolator keeps your engine running cleaner, smoother, longer. Purolators are specified on more different makes of cars than any other oil filter.



You may be headed for trouble! Road dust, hard carbon and sludge in the oil stream can damage delicate engine parts. Better get in a Purolator* Refill—fast!



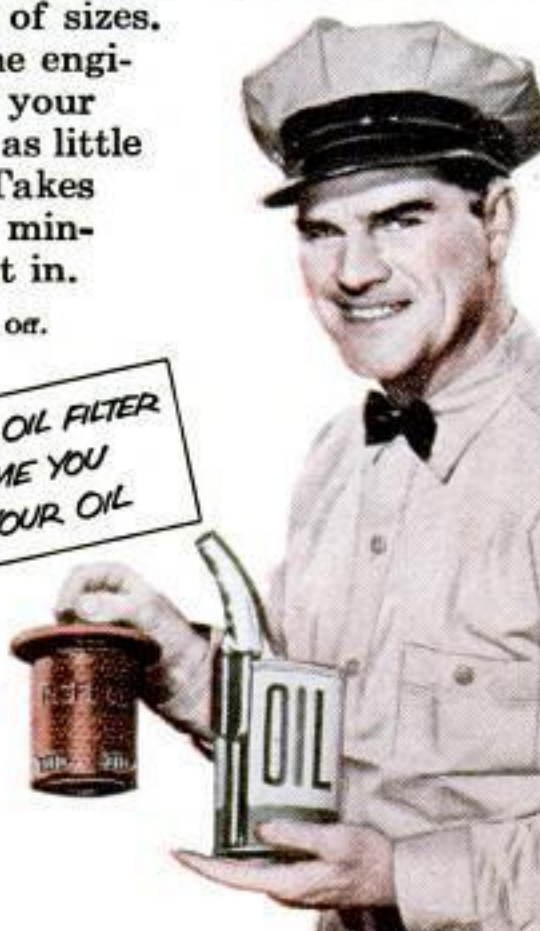
Purolator's accordion-pleat design (see simplified cut-away) gives up to 10 times more filtering area than conventional types . . . traps abrasives you can't even see.

SEE YOUR SERVICE MAN TODAY...HE'LL PUT IN A FRESH NEW PUROLATOR REFILL

Purolator Micronic Refills come in a full range of sizes. There's one engineered for your car. Costs as little as \$1.60. Takes just a few minutes to put in.

*Reg. U. S. Pat. Off.

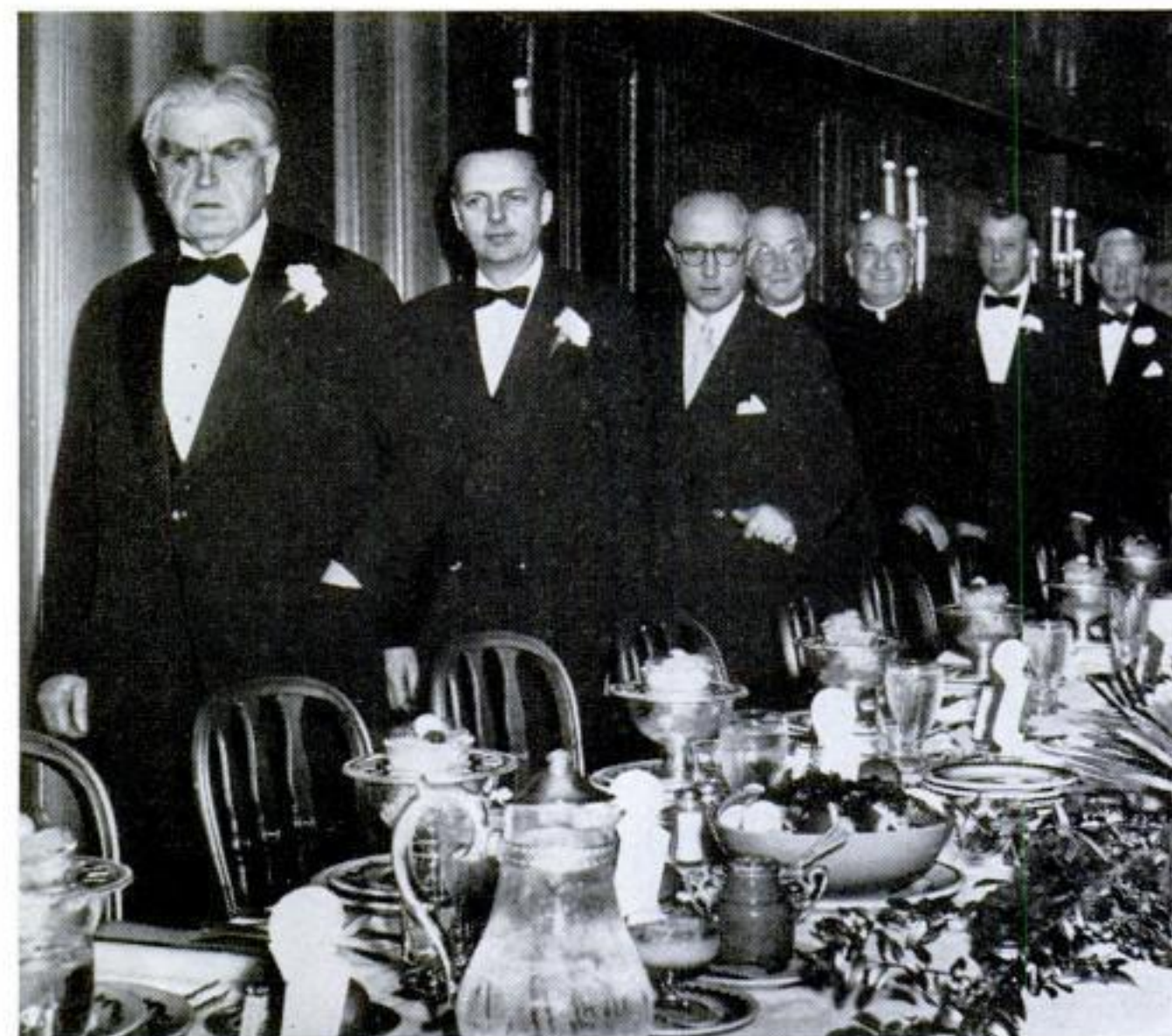
**CHECK YOUR OIL FILTER
EVERY TIME YOU
CHANGE YOUR OIL**



PurOlator

World's finest **OIL FILTER**

Bishop's Jubilee CONTINUED



BIGWIGS at dinner are John L. Lewis, Illinois' Governor Stratton, COLUMBIST Arch Ward, Stritch, Sheil, Senator Dirksen, Chicago's Mayor Kennelly



JUBILEE CAKE, decorated with angels and bishop's staffs, was 13½ feet high, had 25 layers, was disassembled layer by layer from above for serving.

A steering wheel you never wrestle ...

Brakes you never jam on ...

An engine you never nurse ...

Gears you don't shift !



Get in this new DE SOTO and see what's happened to motoring!

EVERY time you start or stop, every time you park or turn a corner, every mile you drive, you're reminded how radically motoring has changed today ... that is, *if you're driving a De Soto.*

Let's start at the beginning. Its new low-contour design *looks* better. And the moment you get in the car you *know* it's better. From the driver's seat you now have a better, safer view of the road ahead.

Touch the accelerator. The mighty 160 h.p. Fire Dome V-8 (*world's most powerful engine design*) gives you a sense of freedom-with-security you may never have known before.

Now turn the wheel. Nudge it to the right

or left. See how it turns easily without tugging. That's *Full Power Steering*. Now try parking. It's as easy as dialing a phone. You're an expert parker in two minutes.

You can drive all day without shifting, too. And Power Brakes are another surprise. The gentlest pressure brings you to a smooth stop. You never have to "jam" them on.

And *that's* what's happened to motoring. You discover that it's a joy that goes far beyond mere transportation. The question is: *When* will you discover it? It's so easy. Just ask your De Soto dealer to arrange a test drive in the Fire Dome V-8 or Powermaster Six.

De Soto Division, Chrysler Corporation



Parking's a pleasure. With *Full Power Steering*, you "tell the wheels what to do" with one guiding finger. You park in the closest spaces effortlessly. And no "wheel fight" from bad ruts and soft shoulders!

DESOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both RADIO and TELEVISION...NBC networks.

For the one you love most...the perfect



Dramatic modern chest in blond oak to hold a world of treasures. Equipped with Lane's automatic tray. Model #2915. Lane Table shown, #240. Chest price—

\$59.95*

©1953, The Lane Company, Inc.



BEDROOM

Authentic Colonial Chest in antique maple. Lane's patented self-lifting tray. Moisture-proof Lane-welded veneers. Model #2260—\$69.95.*



FOYER

Superb modern in blond oak. Lane's patented self-lifting tray. Model #2913. Also available in walnut, model #2949. Each, \$49.95.* Lane Table, #247.



FOYER

Attractive modern in lustrous walnut. Self-lifting tray. Model #2874. This same functional design also in grey walnut, model #2869. Each, \$59.95.*



LIVING ROOM

Unusual modern in blond oak with concealed drawer. Model #2852. Also in White Fawn mahogany or Cordovan mahogany. \$79.95.*



FOYER

Handsome 18th Century Chest in rich mahogany. Patented—and so convenient—self-lifting tray. Model #2601—\$59.95.*



BEDROOM

Streamlined modern in figured blond Avodire. Aromatight and pressure-tested like all Lane Chests. Equipped with automatic tray. Model #2700—\$69.95.*

gift for a very special occasion...

A LANE CEDAR CHEST

IF THE OCCASION is sentimental—a wedding, graduation, birthday, engagement or anniversary—you'll express your love for her most tenderly, most enduringly with a Lane Cedar Chest.

With a Lane, she'll gather a glorious treasure-trove of feather-soft blankets, satiny quilts, fine linens and luxurious towels... all the beautiful, personal things that feminine hearts cherish so much.

She'll know, too, that a Lane will *protect* these treasures—keep them tissue-paper fresh, sweet-smelling and safe from moths and dust as no other storage method can!

Just one garment saved from moths pays for a Lane Cedar Chest!

Lane is the **ONLY** pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U. S. Government recommendations, with a moth-protection guarantee underwritten by one of the world's largest insurance companies, upon proper application. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

Many Lane Chests at... **\$49.95*** Easy terms

Also makers of Lane Tables



*\$5.00 higher in the West due to higher freight costs—slightly higher in Canada.



Streamlined modern in American walnut with borders of Paldao wood. Self-lifting tray. Model #2940—\$49.95.* Lane Table, #296.



Arresting modern in White Fawn mahogany. Drawer in base. Self-lifting tray. Model #2925. Also in walnut, model #2939. Each, \$69.95.* Lane Table, #257.



18th Century Chest in glowing mahogany. Full-length drawer in base, simulated drawers above. Model #2221—\$79.95.*



Graceful Queen Anne Lowboy in glowing mahogany. There's a full-length drawer in the base for linens, silver. Model #2805—\$89.95.*



Streamlined modern in matched American walnut and Paldao woods. Receding lid hinges and automatic tray. Model #2941—\$59.95.* Lane Table, #297.



Modern Console in blond oak. Interior drawer and adjustable shelves. A handsome piece for any room in the house. Model #C-108—\$99.95.*

Smoked over glowing embers
the old-time, slow-time way...



Swift's Premium Ham

IN THE old-fashioned Smokehouse, the sugar-cured hams hung row on row. The sweet, spicy smoke of hickory and other fragrant hardwoods curled lazily upward... slowly ripening each ham to rosy richness.

Swift's Premium Hams are still smoked that time-honored way... all the tender, juicy goodness sealed in with unhurried skill. It costs Swift & Company more, it takes longer... but after all, nothing's too much trouble when a ham is going to be labeled *Swift's Premium!*

MARTHA LOGAN'S EASY-TO-FIX

Ham Neapolitan

WITH FULLY-COOKED SWIFT'S PREMIUM Gash fat around $1\frac{1}{2}$ " slice of Fully-Cooked Swift's Premium Ham. It's ready to eat when you buy it, so merely heat in moderate oven (375° F.)—about 35 minutes. Pour $\frac{1}{2}$ c. pineapple juice over ham; baste occasionally. Surround platter with "Neapolitan Sticks"—pineapple chunks and maraschino cherries on toothpicks.



2 STYLES — UNCOOKED (Blue label) for easy home cooking. FULLY COOKED (Red label)—really ready to eat.



EFFIGY of anti-Madsen college secretary Berntson is held by student. Pro-Madsen slogan is on the car.

SPRING SPREE WITH PURPOSE

**Utah students invade capitol
to protest firing of president**

While other colleges like Princeton were frittering away spring in the usual way (LIFE, May 11), students at the Utah State Agricultural College went on a more purposeful spree. Angry because the college's trustees had suddenly fired their popular president, Dr. Louis L. Madsen, they first began demonstrating in the college town of Logan, Utah. Then they decided to appeal to the highest authority concerned, Utah's Governor J. Bracken Lee, who although not directly concerned with college policy has the responsibility of appointing most of A.C.'s board of trustees.

Forming a 100-car caravan, 700 of the college's 4,000 students drove to Salt Lake City and swarmed into the capitol. When Governor Lee finally appeared before them, they quieted down and listened to him intently. The governor protested his lack of authority in the matter but promised to appoint a commission to investigate the firing. Temporarily mollified, the students climbed back into their cars and returned to Logan, promising to show up again if not satisfied by the commission's report.



ENTERING LEGISLATURE, students rapidly fill all available seats and press section and begin sitting

on the floor. Deputation meanwhile visited governor in his office and persuaded him to talk to students.

Get a new Tek 29¢

NEW
no-slip
grip!
NEW sleek
tapered
handle!

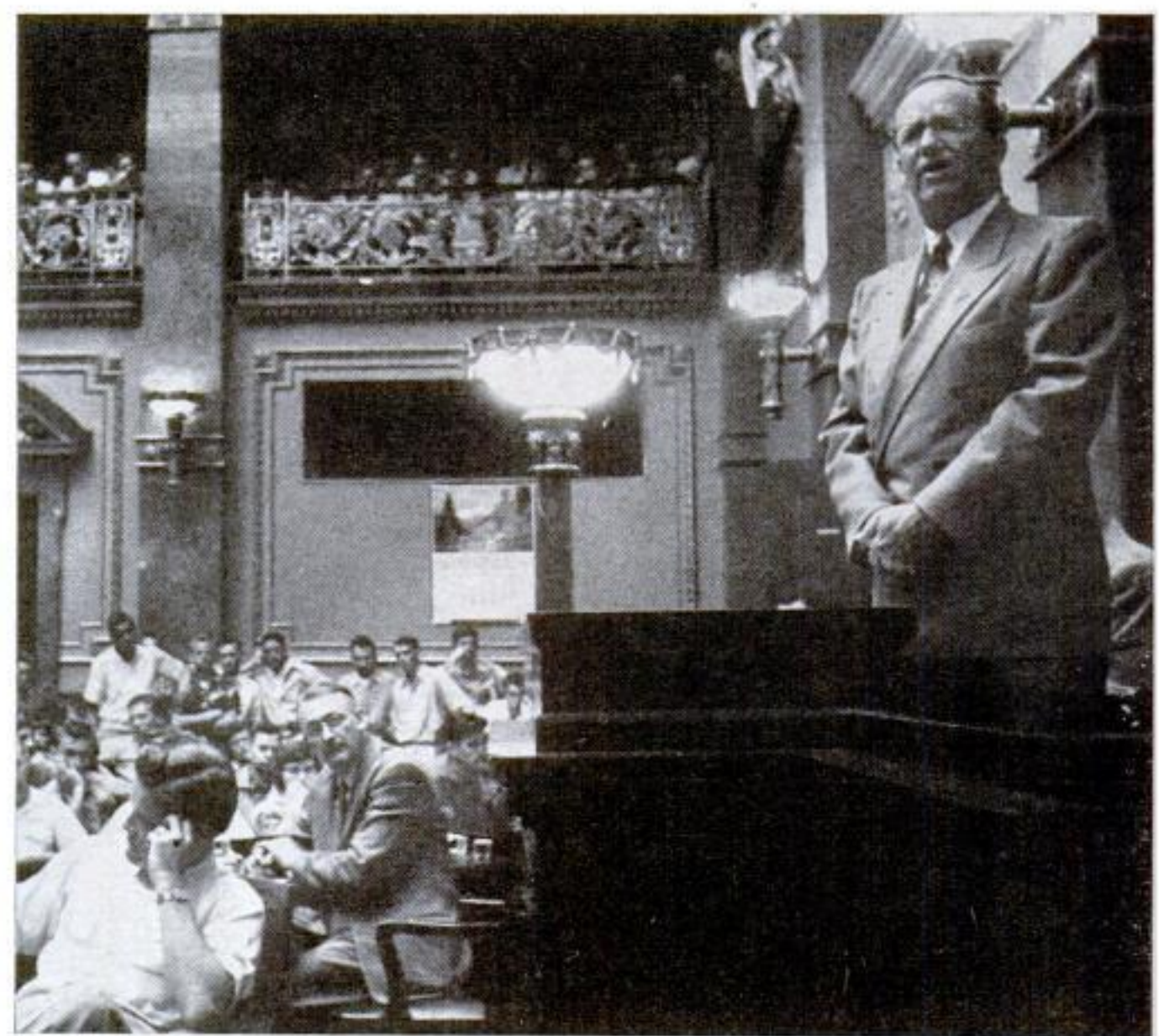
No better
brush at
any price



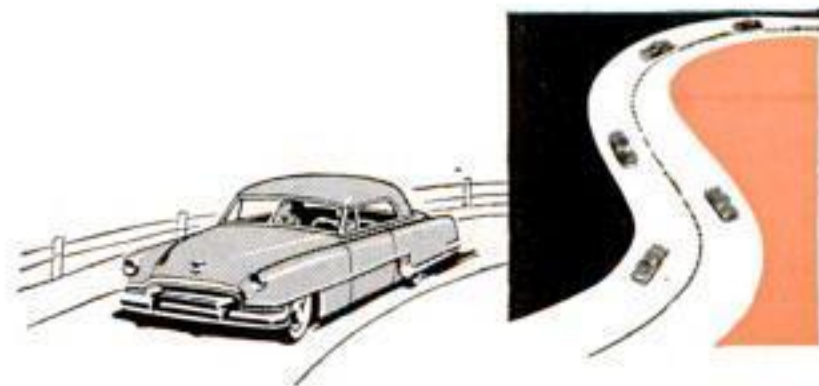
Utah Students CONTINUED



DEMONSTRATING IN GALLERY, students pass the time while waiting for governor. Students knew Madsen's relations with trustees had not been smooth and that his administration had been criticized by some outside educators. But they would outlaw "personal prejudice and pressure politics."



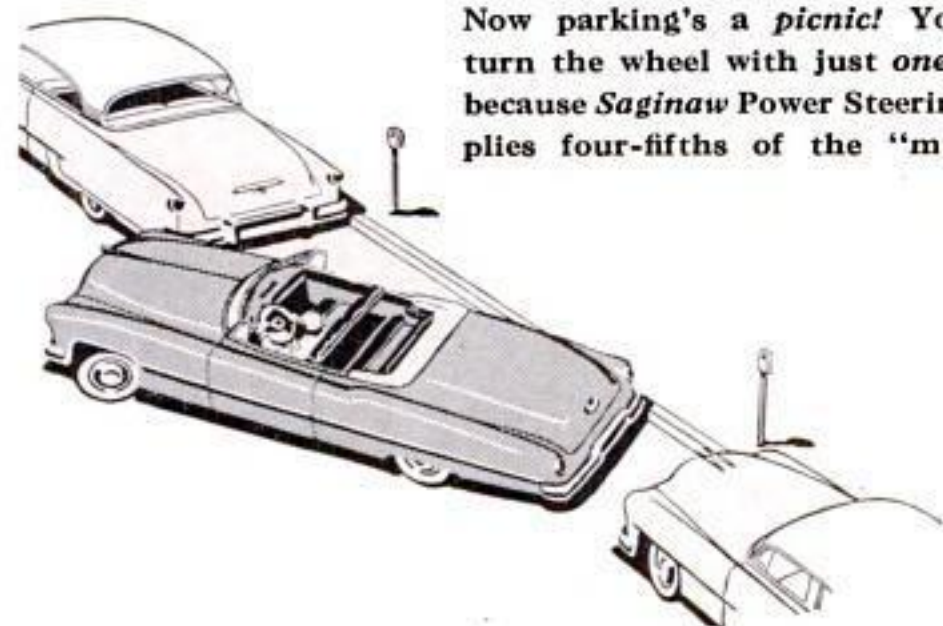
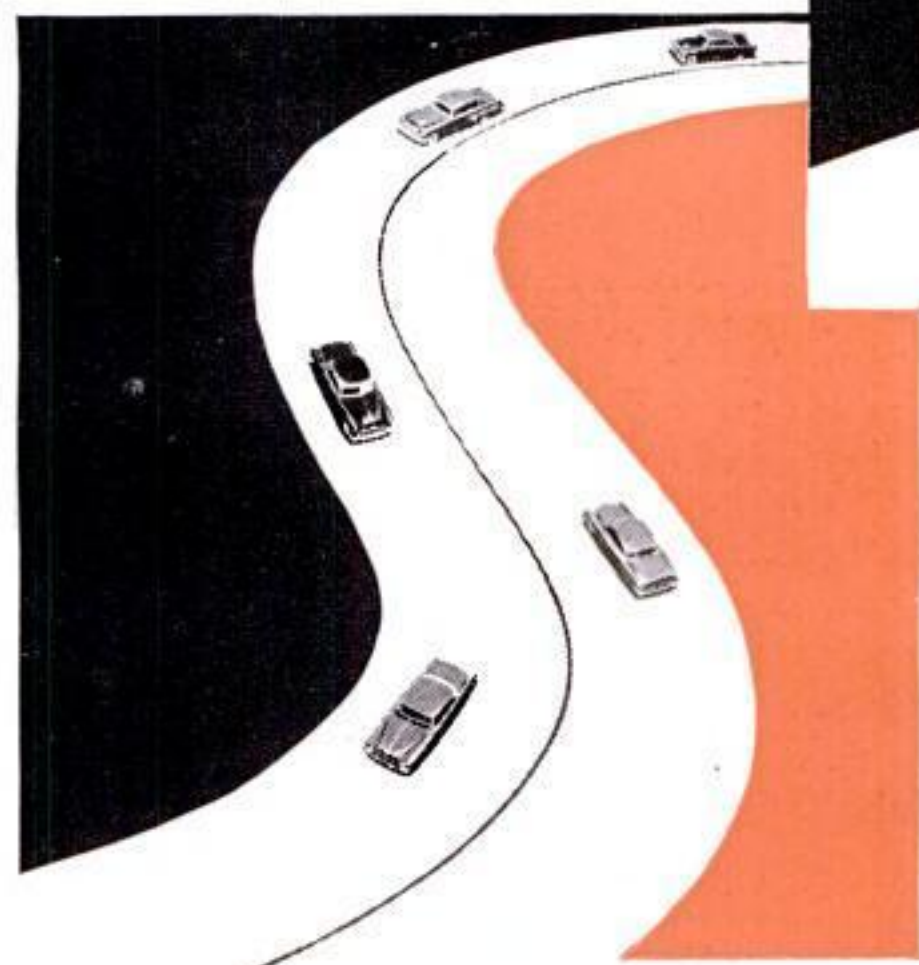
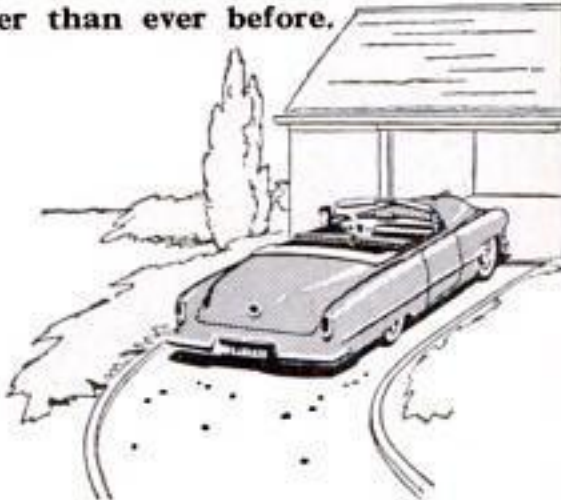
PUTTING THEM OFF, Governor Lee says he will appoint an investigating committee. When hearings began last week, the student government leader declared Governor Lee had "interfered with major actions" despite his avowed hands-off policy and had sided with the trustees against Madsen and faculty.



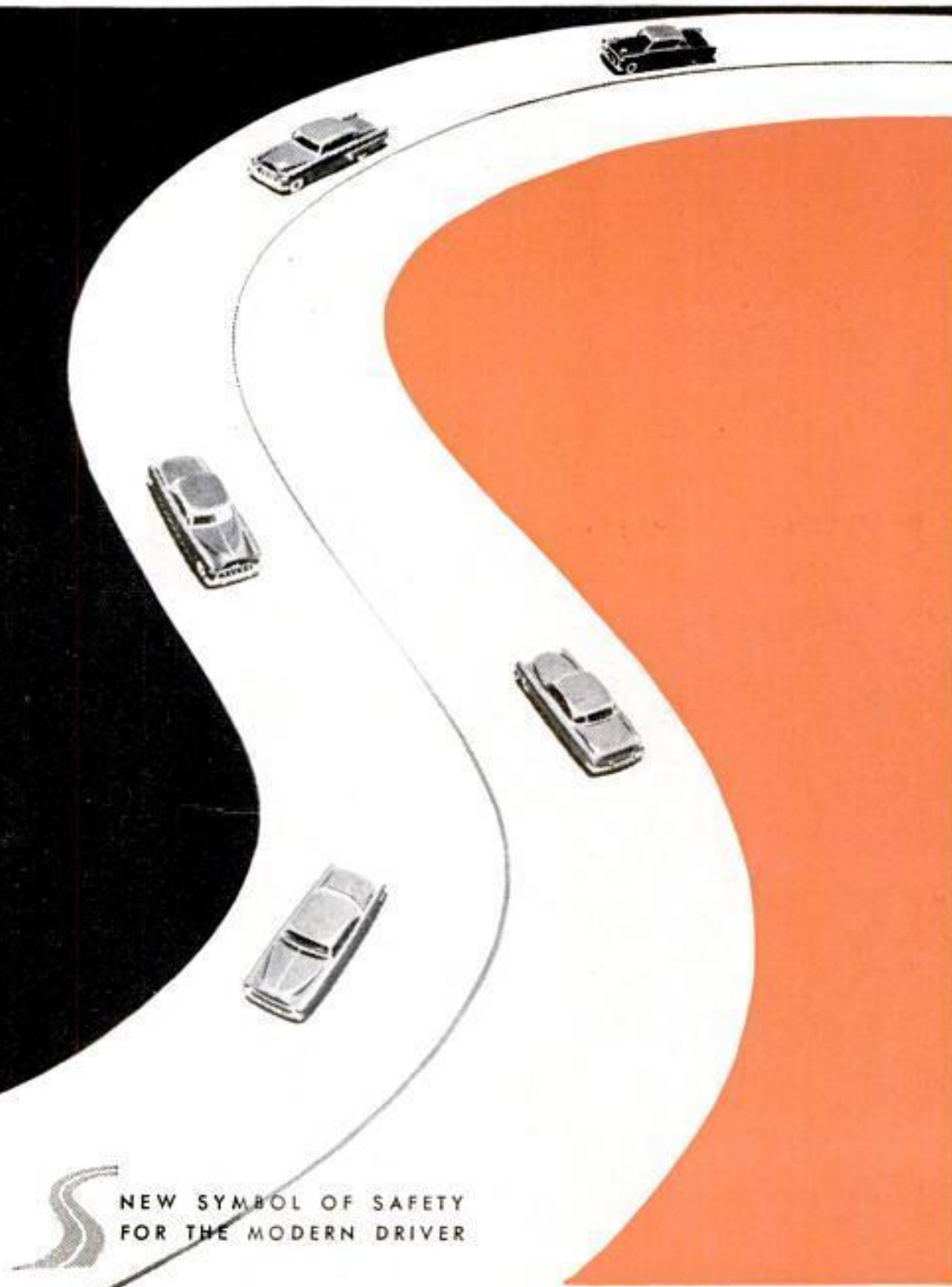
You get the same familiar "feel of the road" with *Saginaw* Power Steering—no sense of insecurity or danger of over-control.

Wherever you turn, it's **Saginaw**

Hate to back out of difficult drive-ways? *Saginaw* Power Steering's *pin-point control* makes maneuvering far simpler than ever before.

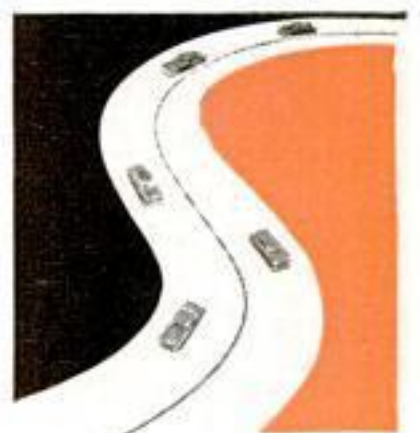


Now parking's a *picnic*! You can turn the wheel with just *one finger* because *Saginaw* Power Steering supplies four-fifths of the "muscle".



NEW SYMBOL OF SAFETY
FOR THE MODERN DRIVER

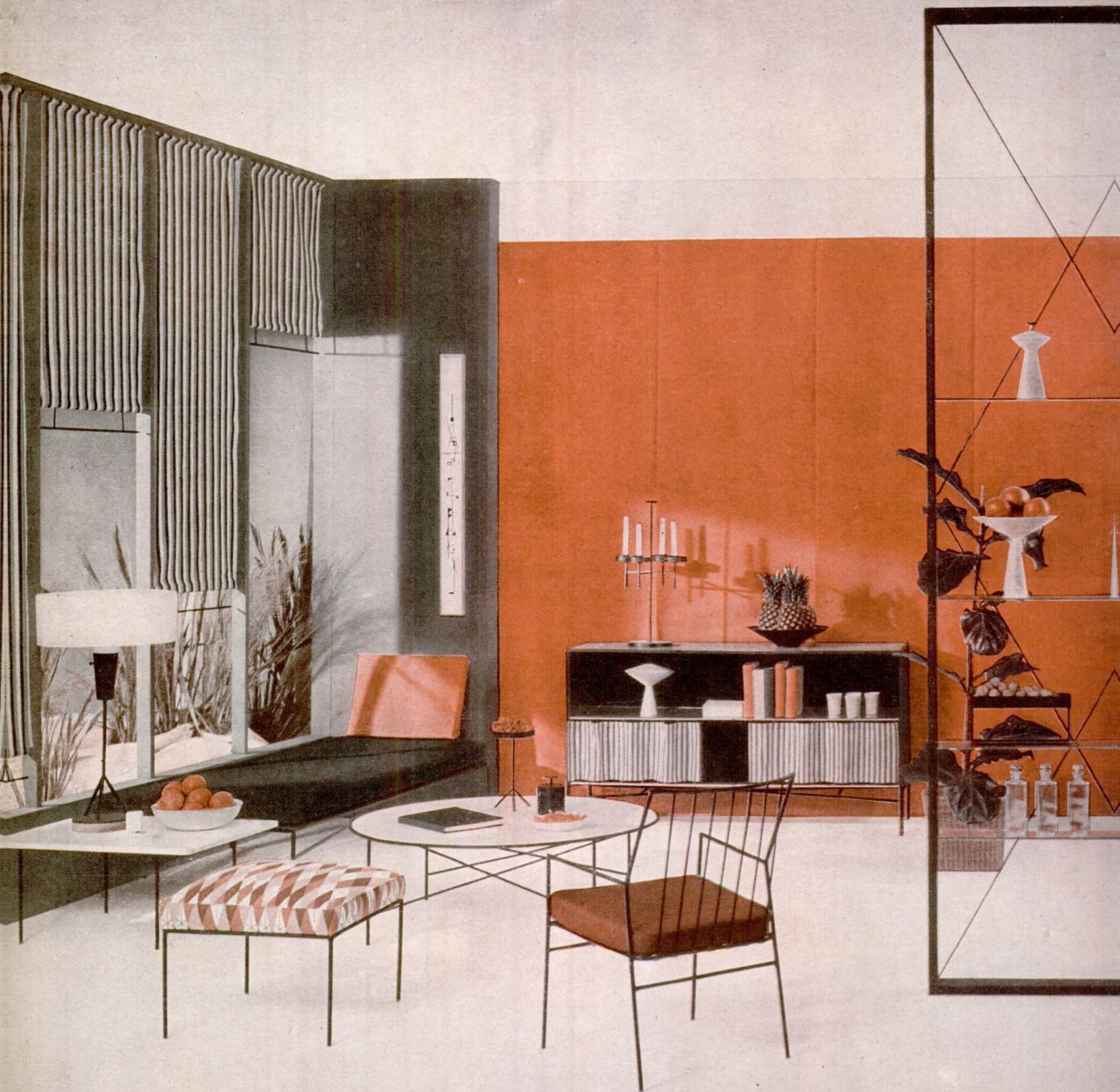
You can drive *relaxed* even on rough, rutty, soft-shouldered roads. *Saginaw* Power Steering absorbs shocks, stops wheel-fight.



Turn the *pages* of automotive history—you'll discover more than half the American cars ever built . . . some 35 million . . . have been steered by *Saginaw*, world's largest producer of steering gears for over a generation.

Turn the *wheel* of many a new car—you'll discover it turns 80% easier, thanks to the *ultimate* in steering design . . . *Saginaw Power Steering*! Already six leading cars are featuring this safer Power Steering that takes out all the fight but leaves in all the "feel." Make sure your next car has *Saginaw* Power Steering . . . one of the many precision products of *Saginaw Steering Gear Division*, General Motors Corporation, Saginaw, Michigan.

Saginaw
POWER STEERING



WASHABLE ROOMS

Paul McCobb, new best seller in modern furniture design, devises vacation house whose iron, canvas, rubber furnishings can all be cleaned with soap and water



To show that a light, airy summer interior can also be practical, the living and dining rooms above were designed by Paul McCobb for a vacation home. The furniture is McCobb's new wrought iron which is rust-proofed, may be used indoors or out. The white fireplace wall is Marlite, easy to install and washable. The orange wall is covered with canvas strips which can be taken down and washed. The white vinyl tile flooring has remained white for months during tests on showroom floors. Table tops are stainproof opaque glass. Mattresses of couch (*left*) and cushions are foam rubber with covers that may be scrubbed. Washable

striped canvas is used for window shades (*left*), for curtains in dining room (*right background*) and on buffet (*left background*). In center is an area divider with a wood frame, wire cables for reinforcements and glass shelves.

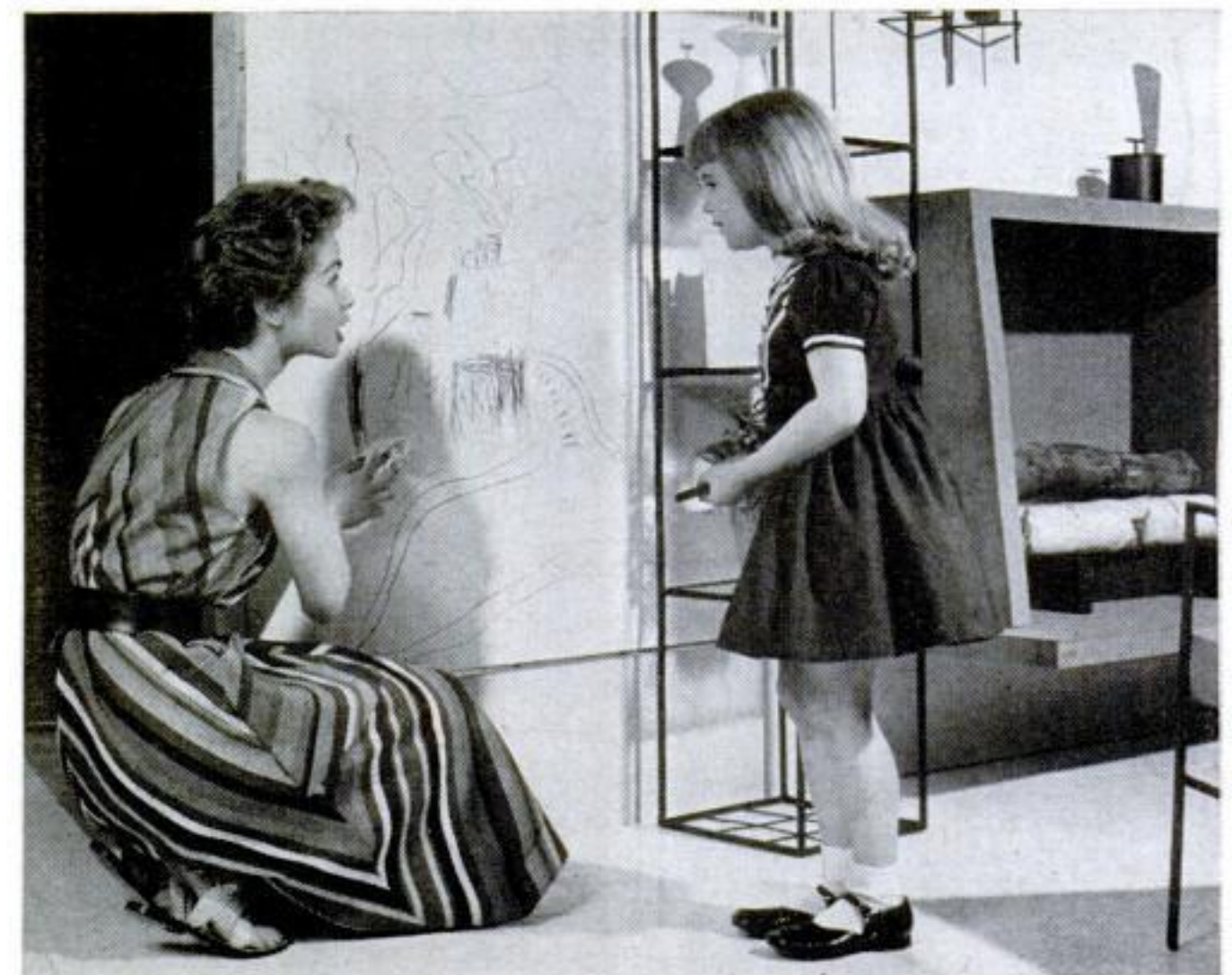
The furniture is not expensive—the ottomans at left and before fireplace are each \$22.50, lounge chair with single cushion is \$56, the dining table in background is \$110, six-foot-tall bookshelf is \$59.50. Because of his reasonable prices and the stylish designs, McCobb has put more diversified modern furniture in U.S. homes since he opened his own studio only six years ago than any other designer.



CLEANING DAY in this summer room is easy. If the housewife wants she can even safely turn a hose on the walls, furnishings and floor. Fabrics, accessories, foam-rubber cushions are all adaptable to a soap-and-water dousing.

LESS STUFFY, LESS WORK

Paul McCobb came to iron-legged tables and rooms that can be washed with a hose through traditional New England furniture. Born in Boston 35 years ago, he grew up appreciating the beauty of old designs. But as a decorator he became irritated with Boston's stuffy following of traditions and discouraged by the amount of housework colonial interiors demanded. Consequently, when he began to design, he moved more and more to simple furniture and interiors that are easy to take care of. For a vacation house, where everybody wants to relax and cut housework to a minimum, his furnishings are ideal. But McCobb retains enough New England training not to sacrifice charm for practicality, and his interiors do not flaunt the fact that they are utilitarian.



CREATIVE URGES, even when children indulge them on the sparkling white fireplace wall, are no tragedy here. The porcelainized wallboard, Marlite, is difficult to injure in any way and wipes clean with soap and water.

[CONTINUED ON PAGE 78](#)



*For that
Lovable
Figure...*

Top: Ringlet Bra, \$1.50
Left: Budget Beauty, \$1.
Above: Deep Plunge, \$2.

Holiday for Straps

...and your Budget, too.

Millions look to Lovable for bare-shoulder beauty. Why? Because Lovable pre-tests the fit of every style. Your Lovable strapless gives you the shapeliest young curves you ever enjoyed—won't poke, or pinch, won't ride up or slip down. And see the piggy-bank prices—you can own all three bras for less than \$5! Ask for Lovable... you'll be delighted. Also in Canada

**It costs so little
to look Lovable**



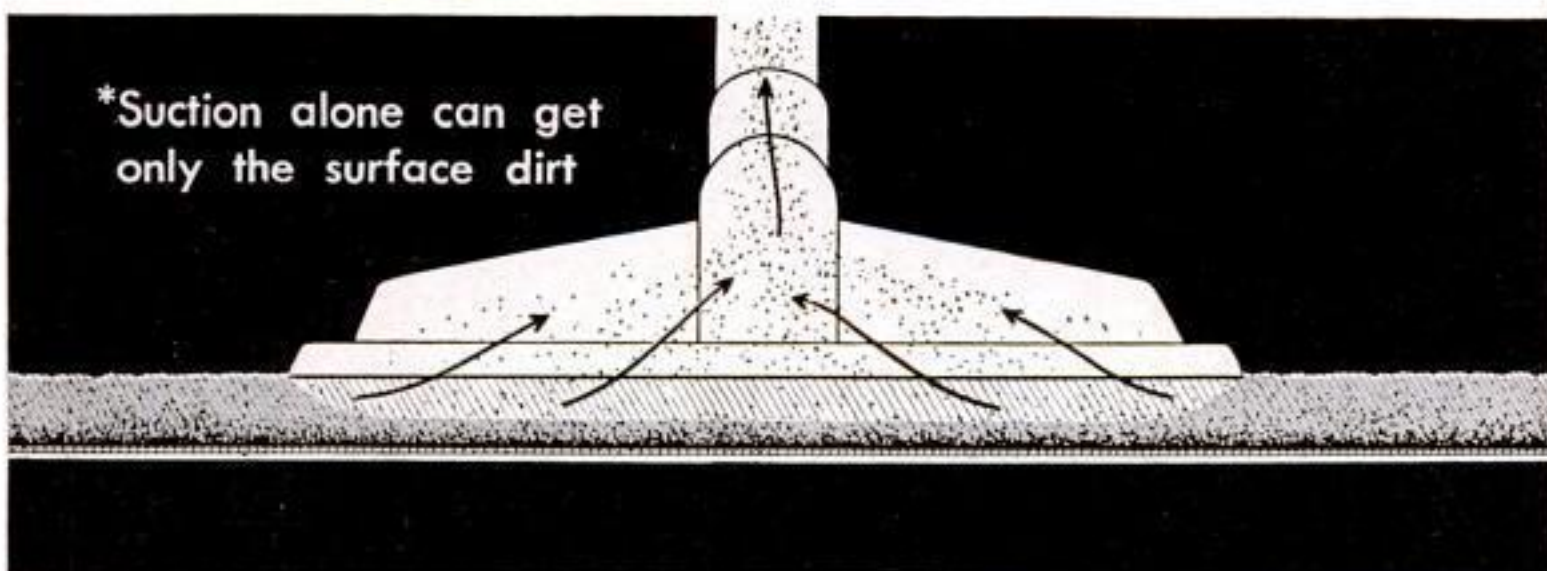
The Lovable Brassiere Co., Dept. L-5, 180 Madison Avenue, N. Y. C. 16



85% of the dirt in
your home is right here
...in your rugs!

Suction alone can't get rug-dirt out*

*Suction alone can get
only the surface dirt



A suction attachment is fine for skimming dirt off bare floors and upholstery. But dirt trapped in heavy carpet is something else again. This deep-down dirt hides colors, harbors germs and cuts away at the nap. A hose-and-nozzle—depending on suction alone—simply can't give rugs the deep-cleaning action they need.

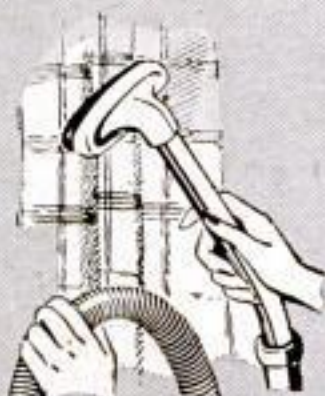
TWO CLEANERS IN ONE...



Cleaning tools in kit...



plug in easy as a light cord...



for all above-floor cleaning...

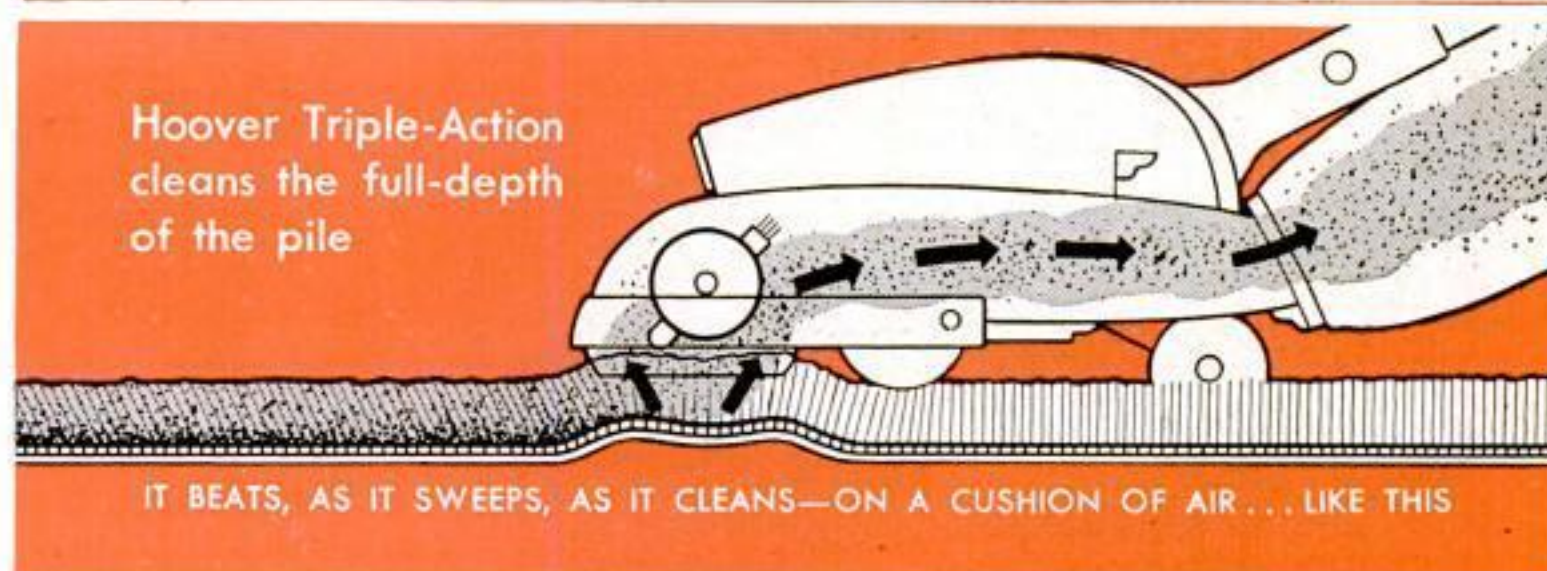
Easy-to-use cleaning tools convert your Hoover Triple-Action Cleaner *instantly* for all bare-floor and above-floor cleaning. There's a handy tool for every job. Hoover is really-and-truly two complete cleaners in one... straight suction for furniture, fabrics and bare floors; *triple-action* (the one and only way to get the dirt that hurts) for rugs and carpeting!

It takes 2 other cleaning actions plus suction to keep your rugs fresh and bright... free of germs... free of moths... and to prolong rug life. You get all three in the Triple-Action Hoover.

These pictures show you the big difference between the Hoover and all other cleaners. Isn't it time to let Hoover Triple-Action make a big difference... on your own rugs?

SEE THE HOOVER DIFFERENCE

Hoover Triple-Action
cleans the full-depth
of the pile



IT BEATS, AS IT SWEEPS, AS IT CLEANS—ON A CUSHION OF AIR... LIKE THIS

Gentle vibration loosens the locked-in dirt, brings it to the surface where suction can draw it away. In addition, Hoover's sweeping action picks up stubborn pet hairs and lint, grooms and erects the nap. The Hoover *itself* does all the work... no bending over (the Hoover stands up to you!) and no bearing down to "scrub" the rug.



You'll be happier
with a Hoover

See what a difference a Hoover Triple-Action Cleaner can make on *your own* rugs. Stop in or phone for a free home trial. Leading stores in your community that sell the Hoover are listed in the classified section of your telephone directory. Remember, a Hoover is as easy to own as it is to use. Prices start at \$66.95. Small monthly terms. Prices slightly higher in Canada.

THE HOOVER COMPANY
North Canton, Ohio; Hamilton, Ontario,
Canada: Perivale, England

PRODUCTION FOR HOME & FOR DEFENSE

Day in and day out Hoover is producing a very substantial volume of essential materials for the Armed Forces.



New plastic bandage
won't loosen in water

Flesh-colored . . . stays neat

Johnson-Johnson



DURABLE CUSHIONS on all chairs and the couch mattress are of foam rubber with covers that may be scrubbed with a stiff brush and soap and water. Packed away for the winter, they are moth- and mildewproof, will not fade.



IMPERVIOUS RUG in hall (left of dining room, p. 75) made of Saran is virtually impossible to stain. Ink, mud footprints sweep or wash off without leaving a trace. It is also proof against moths, mildew, uninhibited puppies.

For the biggest sheet values in town...



*This
Phoenician
boat, with its
all-seeing eye
on the bow,
identifies every
Stevens
Utica-
Mohawk
package.*

Look

for this boat



on every package of

STEVENS **UTICA-MOHAWK** SHEETS

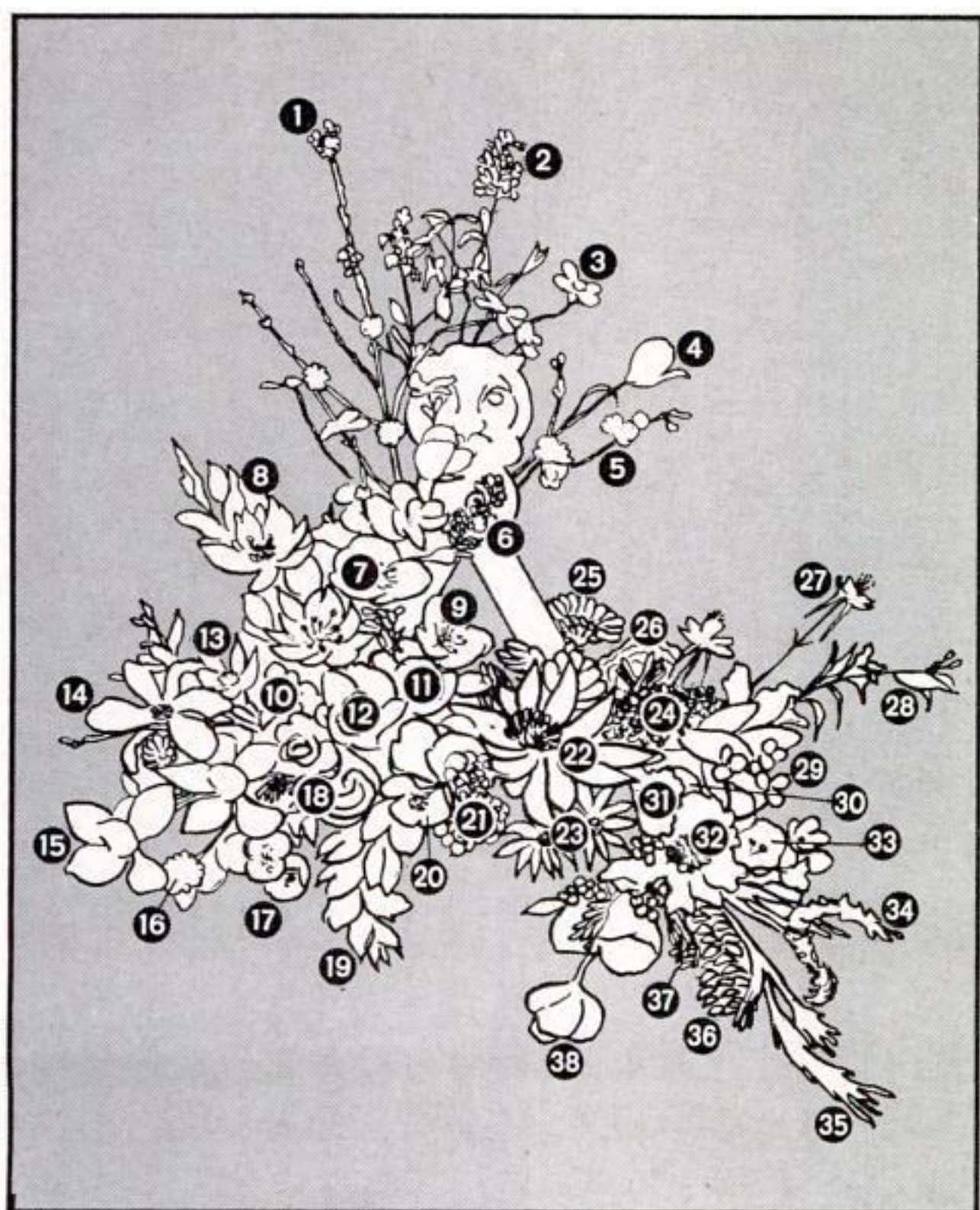


J. P. Stevens & Co., Inc., New York, N.Y.



All America in One Bouquet

The idea seemed fairly simple when it first popped up last fall. The Florists' Telegraph Delivery Association would prepare an arrangement of all 48 official state flowers as a coronation present to Queen Elizabeth II. In practice it proved tricky. A lot of the flowers do not bloom this time of year. Some grow wild and the florists had to scratch for seed. A few buds failed to react to the forcing or preservative processes and had to be duplicated in wax. Because some states double and even quadruple up on the same flower, only 38 different blossoms could be included. But last week the florists proudly showed the results of a project that required all the nice timing of a major military operation. On a first dry run the queen's bouquet looked fine. It is shown in color on the opposite page and identified, by flowers and states, below.



A KEY TO STATES AND FLOWERS

- | | |
|---|--|
| 1. Peachblossom—Delaware | 19. Yucca flower—New Mexico |
| 2. Bluebonnet—Texas | 20. Rhododendron—Washington, West Virginia |
| 3. American dogwood—Virginia, North Carolina | 21. Violet—Illinois, New Jersey, Rhode Island, Wisconsin |
| 4. Sego lily—Utah | 22. Sunflower—Kansas |
| 5. Appleblossom—Arkansas, Michigan | 23. Black-eyed Susan—Maryland |
| 6. Mayflower—Massachusetts | 24. Purple lilac—New Hampshire |
| 7. Wild rose—Iowa, North Dakota | 25. Zinnia—Indiana |
| 8. Bitterroot—Montana | 26. Scarlet carnation—Ohio |
| 9. Cherokee rose—Georgia | 27. Columbine—Colorado |
| 10. Mountain laurel—Connecticut, Pennsylvania | 28. Yellow jessamine—South Carolina |
| 11. Iris—Tennessee | 29. Mistletoe—Oklahoma |
| 12. American Beauty rose—District of Columbia | 30. Orange blossom—Florida |
| 13. Pasqueflower—South Dakota | 31. Hawthorn—Missouri |
| 14. Magnolia—Louisiana, Mississippi | 32. Saguaro flower—Arizona |
| 15. Moccasin flower—Minnesota | 33. Oregon grape—Oregon |
| 16. Red clover—Vermont | 34. Goldenrod—Alabama, Kentucky, Nebraska |
| 17. Syringa—Idaho | 35. Indianpaintbrush—Wyoming |
| 18. Yellow rose—New York | 36. Pine cone—Maine |
| | 37. Sagebrush—Nevada |
| | 38. Golden poppy—California |

SAVE \$8.60



"PETITE" Personal Portable

Buy a Westinghouse Personal Portable now and get this handsome carrying case and a complete set of Eveready Batteries at *no* extra cost. Carry or wear over the shoulder—case includes handle and shoulder strap. Radio plays in its own carrying case, looks bright as a new penny in Tango Red, Chocolate, Beige. Choice of Red or Sun Tan carry case. Altogether, a perfect jewel of a gift.

Quantity limited at this special price—so see your Westinghouse Dealer now. Exclusive power cord at extra cost.



CARRYING CASE

EVEREADY BATTERIES



All 3 for only \$29.95

See our three popular TV shows every week... (\$38.55 VALUE)

FREEDOM RINGS... WESTINGHOUSE STUDIO ONE... MEET BETTY FURNESS

WESTINGHOUSE ELECTRIC CORPORATION, TELEVISION-RADIO DIVISION, METUCHEN, N.J.

YOU CAN BE SURE...IF IT'S Westinghouse

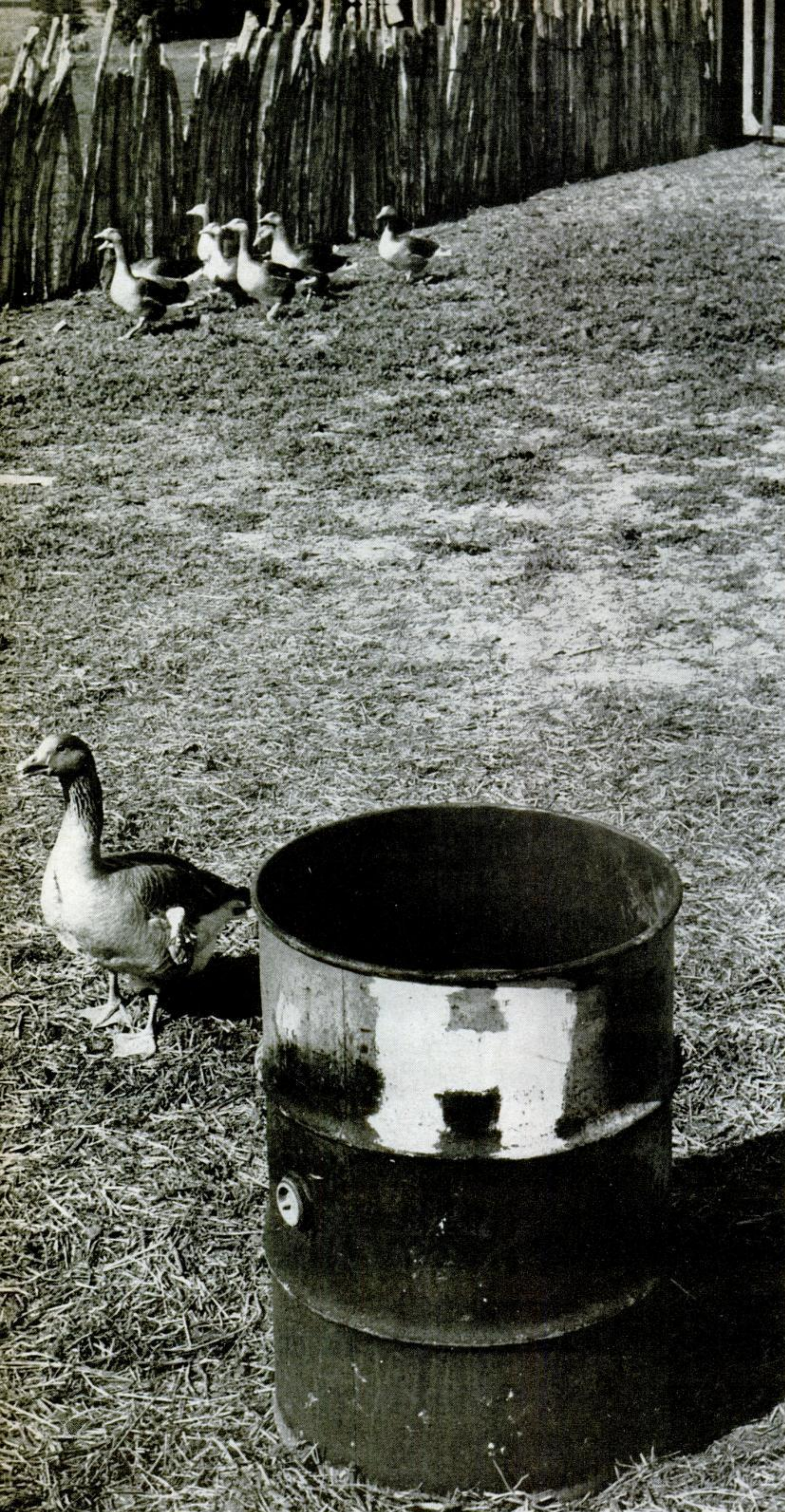
POOR DELUDED GANDER

**Aleck thinks his dead wife
still lives in an oil drum**

Aleck is hopelessly out of touch with reality and if he were a human he would have been shut up in a loony bin long ago. But because he is a goose, he is allowed to live at liberty on a farm 12 miles from Waco, Texas.

Aleck's story starts with the fact that ganders are generally monogamous and frequently choose only one mate in a lifetime. Seven years ago Aleck and his mate were walking down a country road when an auto came speeding along; Aleck escaped but his wife didn't. Their owner picked up the wife's carcass and, with Aleck looking on, put it in an empty oil drum where he cremated it. From that sad day to this Aleck has stuck by that oil drum in the yard (*left*), apparently thinking his wife is still inside. He defends the drum against all intruders with vigorous honks, beating of wings and sharp nips of his blunt bill.

William Hayes and his son, the present owners, who live in Waco and run the farm with help, have treated Aleck tactfully and with consideration. Each spring Hayes's son puts seven or eight goslings inside the barrel. When they come out Aleck thinks they belong to his wife and treats them as his own. But Aleck, with only the drum for a soulmate, does not like to see other geese mating and when he does he attacks them. So each spring at mating time Hayes has to take him to his city home for a few weeks, otherwise the other geese would produce nothing but infertile eggs.



FAITHFUL HUSBAND Aleck stands guard by the empty oil drum. Sometimes he tries to talk to wife

inside, honks excitedly at the drum and pats it gently with his bill. The other geese steer clear of him.



BACK TO FARM after stay in city go the drum and Aleck, who is in sack on the floor of truck cab.

CONTINUED ON PAGE 85

GIVE ANY MEAL A "LIFT" WITH
Nature's most refreshing
flavor CANNED TROPIC-FRESH
 IN PINEAPPLE

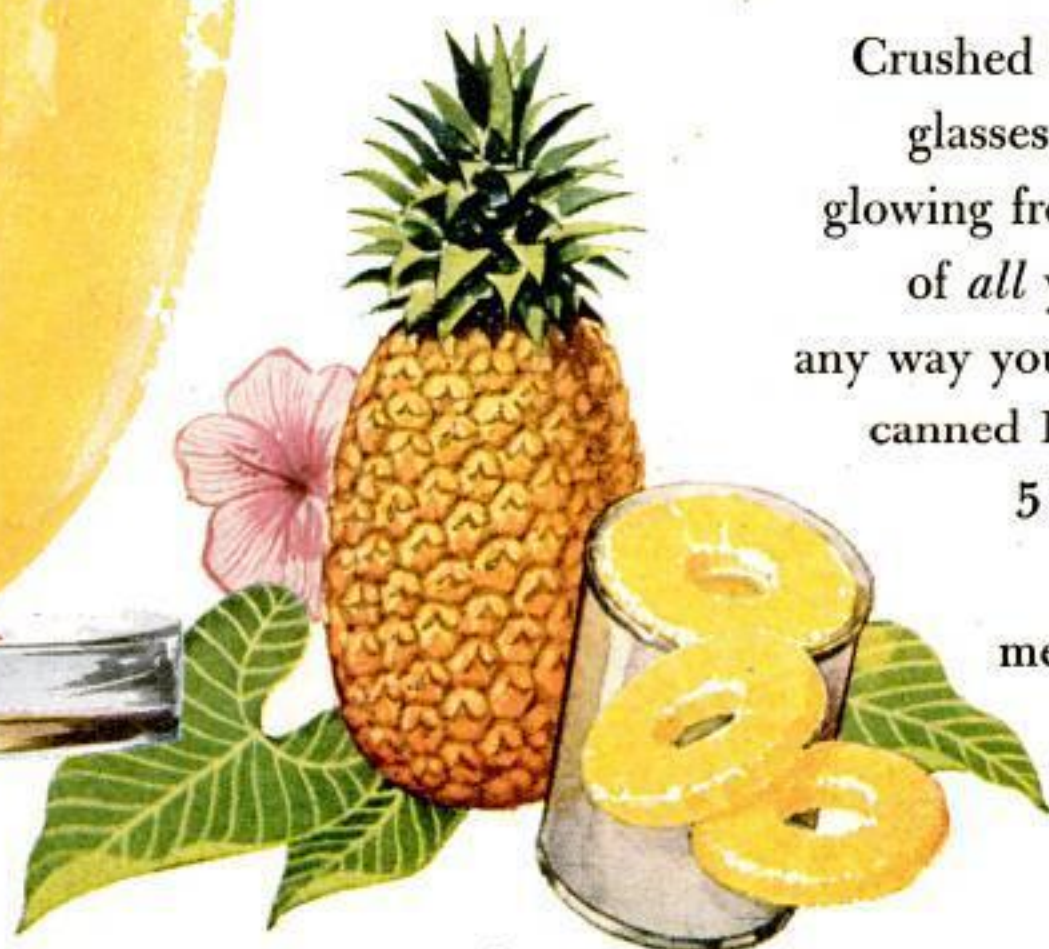


chunks

crushed



tidbits



Crushed Pineapple on ice cream!... At breakfast or hors d'oeuvres-time, glasses of the tang-full juice!... Chunks or slices of Pineapple glowing from a salad, beckoning from a meat dish! Good companion of *all* your eating, Pineapple is Nature's most refreshing flavor any way you serve it. And that's the reason more families keep canned Pineapple on hand than any other fruit. It's canned for you 5 tempting ways, as juice and varied cuts of fruit.

Keep plenty on hand! For easy, speedy, economical menu-making. For quick food energy, good-for-you vitamins and minerals. To bring more *yum-m-m!* to your everyday meals.

SERVEL—THE ONE AND ONLY REFRIGERATOR THAT

Makes ice cubes without trays and puts 'em in a basket—

AUTOMATICALLY!



NO MESSY TRAYS!

STARTS ITSELF!

REFILLS ITSELF!

STOPS ITSELF!

Continuous supply! You take cubes out—Servel keeps refilling basket night and day—automatically!

Just pick 'em out! Cubes are loose! No trays to fill or spill! No trays to empty—or forget to refill!

Dry super-cubes! Big, supercold Ice-Circles—last longer!

Won't stick together!—even during automatic defrosting!

Plenty for parties! Fills basket after basket—as long as you need cubes!

Servel models from 6 to 11½ cu. ft.—priced as low as

\$219⁹⁵

IT'S 3 GREAT APPLIANCES IN 1

Only Servel gives you a completely Self-Defrosting Refrigerator—plus a big 80-lb. Freezer—plus the sensational Automatic Ice-Maker! What's more, you get roomy Door Shelves... Butter Keeper... Step-Saver Handle... Cheese Chest... the longest Warranty you'll find! See your Servel Dealer today!

Servel
AUTOMATIC ICE-MAKER
REFRIGERATORS
GAS or ELECTRIC

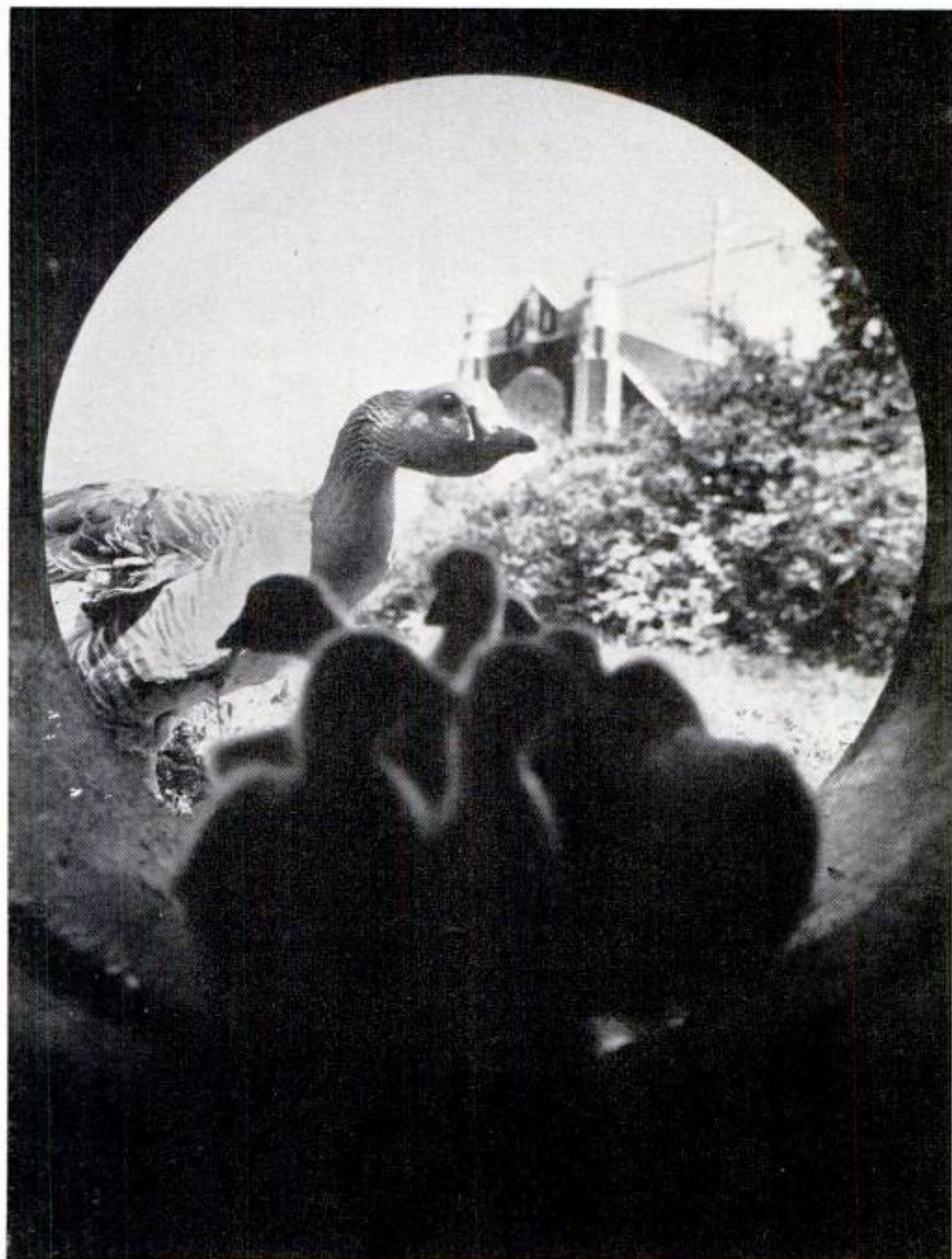
**EITHER
GAS OR ELECTRIC**

Only Servel gives you your choice!
Silent, dependable Gas models
New! Compressor Electric models
with Hermetically Sealed units!
Motorless Electric models!

Model #1139

©1953, Servel Inc.

SERVEL—THE NAME TO WATCH FOR GREAT ADVANCES IN REFRIGERATION AND AIR CONDITIONING! Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario



MOTHERING GOSLINGS which Hayes had put into the oil drum, Aleck sticks his head inside to make sure that the 2-week-old brood is all right.

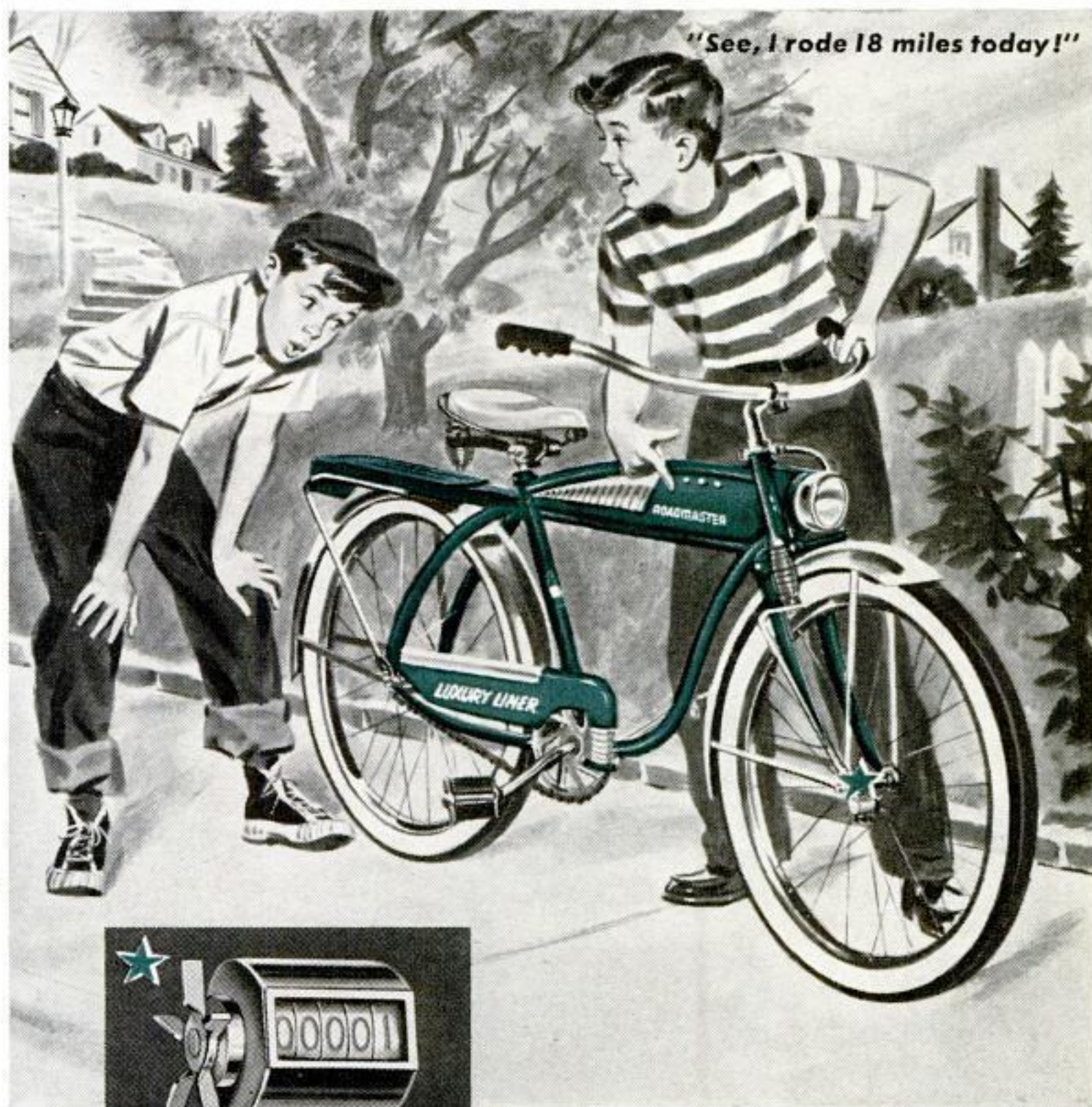


STILL HOPING for a glimpse of wife, Aleck peeps into drum after goslings have come out to play. Protectively, he won't let other geese near goslings.

CONTINUED ON NEXT PAGE

BIKING'S MORE FUN ON...

The bike that counts the miles!



ROADMASTER Luxury Liner

...the only bike that has a mile-measuring ROADOMETER*

Here's the newest in biking fun—the exciting Roadmaster Luxury Liner—with a Roadometer!

What a thrill for every youngster to show his folks and his friends how he piles up the miles—what a distance rider he is!

He'll be proud to own a Roadmaster with a Roadometer—especially if he's *first* in the neighborhood! So see your Roadmaster dealer today.

P. S. to Youngsters and Parents...

Remember, Roadmaster's Luxury Liner is tops in safety. Fast-gripping brakes stop instantly. Electronic construction gives life-time durability.

ROADMASTER'S Luxury Liner is America's finer fully-equipped bike...

- ★ Exclusive Roadmaster Roadometer—measures the miles!
- ★ Shockmaster coil-spring fork—smoother ride.
- ★ Searchbeam headlight—better visibility.
- ★ Electronically welded frame—stronger, safer.
- ★ Safety bumper bars (front and rear)—more protection.
- ★ Electric horn—right in the tank.

*Roadmaster Roadometer automatically measures and records the miles you ride—just like instruments on cars and motorcycles! Records every 1/10th mile up to 10,000 miles.

ASK to see the Roadmaster full line, including the sensational new Whippet, the only lightweight made for "American" riding.



FREE FUN FOR YOUNGSTERS!



THE CLEVELAND WELDING COMPANY
W. 117th St. & Berea Rd., Cleveland 7, Ohio
Subsidiary of
AMERICAN MACHINE & FOUNDRY COMPANY
New York

ROADMASTER, Dept. L-535
West 117th Street and Berea Road, Cleveland 7, Ohio
Please send free booklet, "LET'S GO ON A BIKE HIKE".
Helpful hints on map-reading, exciting bike hike ideas,
equipment to take along, bike hike games.

NAME _____
NAME OF YOUR BICYCLE DEALER _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



VICTORIA, \$19.95

DAYTON, \$19.95

How much does it cost to be proud of your watch?



CARVER, \$27.50

ELIZABETH, \$29.75



LYNN, \$35.75

HOUSTON, \$49.75
Self-winding, shock-resistant

Wadsworth Watches cost as little as \$19.95.

For that you get:

- ★ **The style and beauty** of cases created by the same designers who fashion cases for America's finest watches.
- ★ **The dependability and accuracy** of movements made by the same craftsmen who make movements for the world's most expensive watches.

Your jeweler has a full selection of Wadsworth Watches. By all means, see them in person!

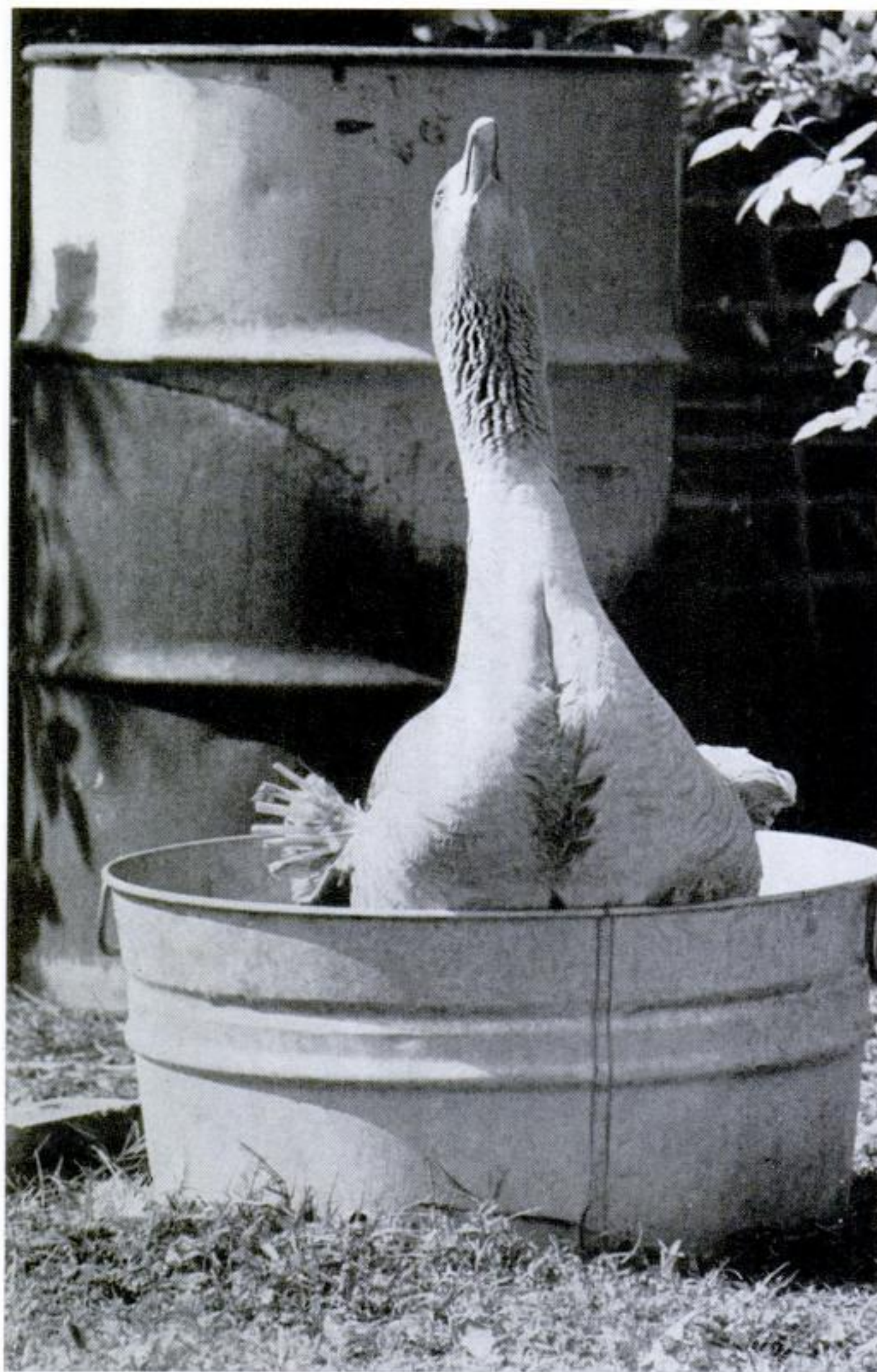
Product of the Elgin National Watch Company • Elgin, Illinois

WADSWORTH

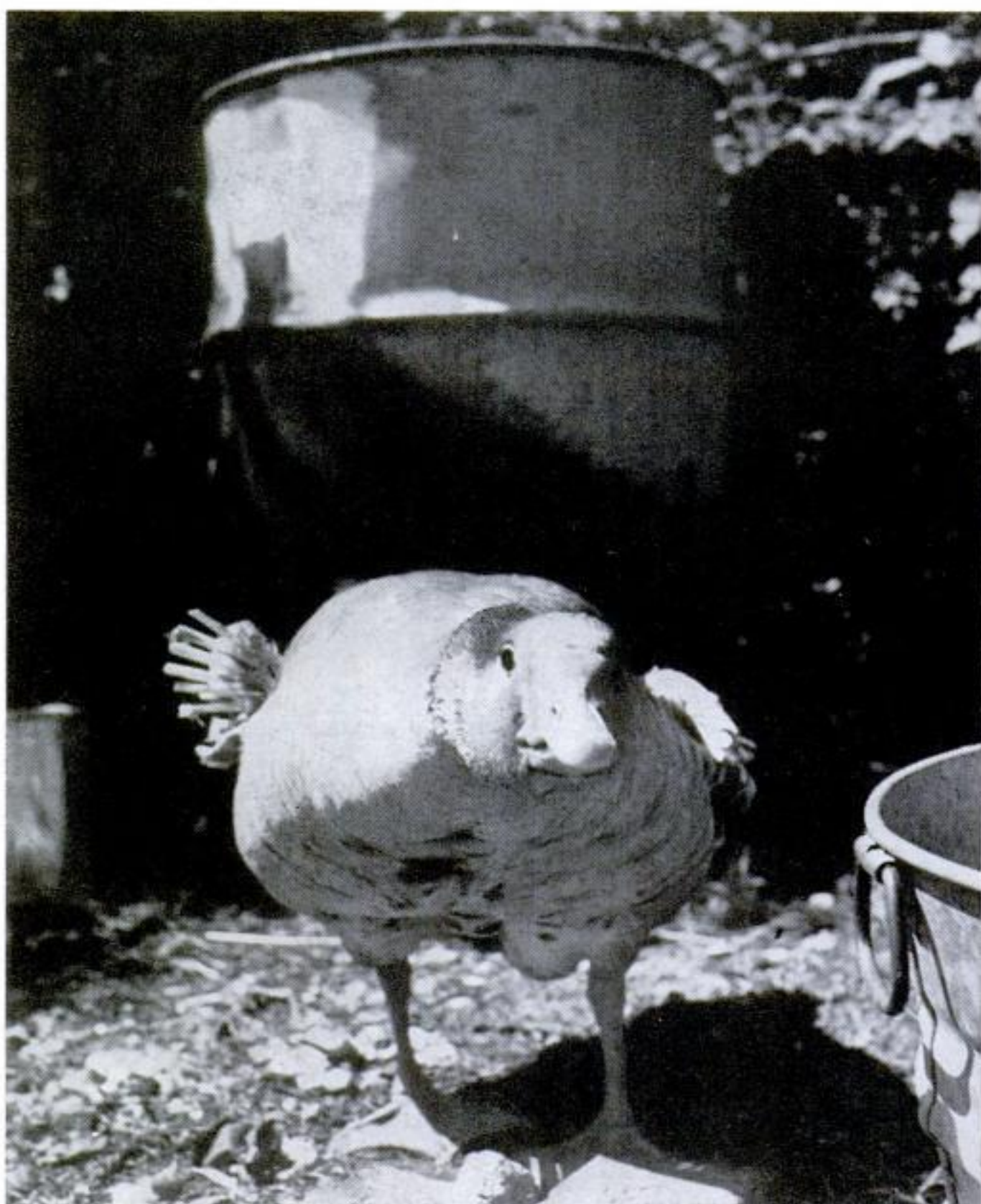
A GOOD WATCH AT A BETTER PRICE

All prices include Federal Tax and are subject to change without notice.

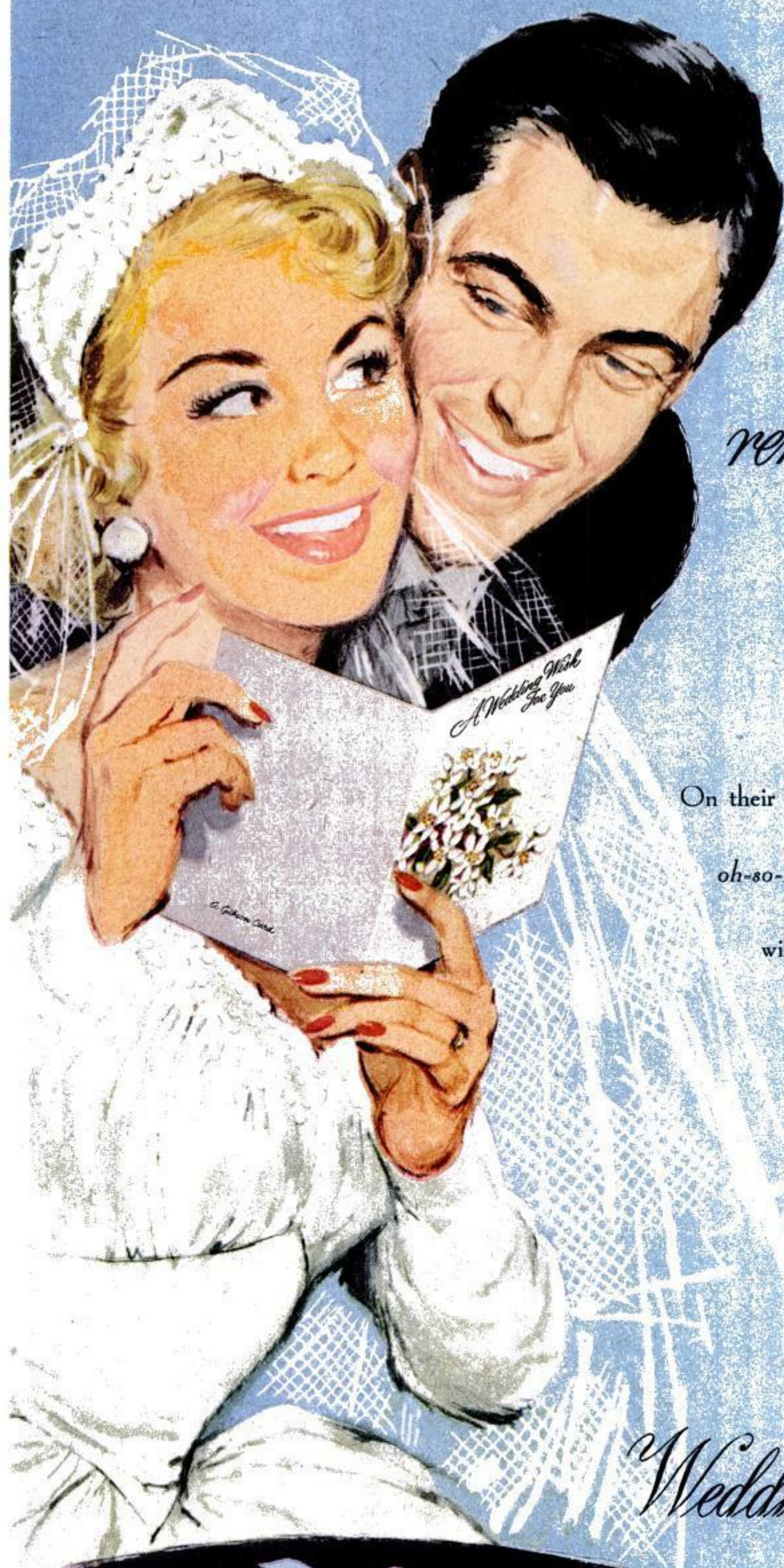
DELUDED GANDER CONTINUED



TAKING A BATH, Alek waddles in tub next to drum. When he sleeps he does so in short naps, tucking head under wing but peeking out at intervals.



TAKING FIGHTING STANCE, Alek hisses at the photographer. Through Hayes, Alek has received numerous letters of sympathy from all over U.S.



*They'll always
remember your
Gibson Card*

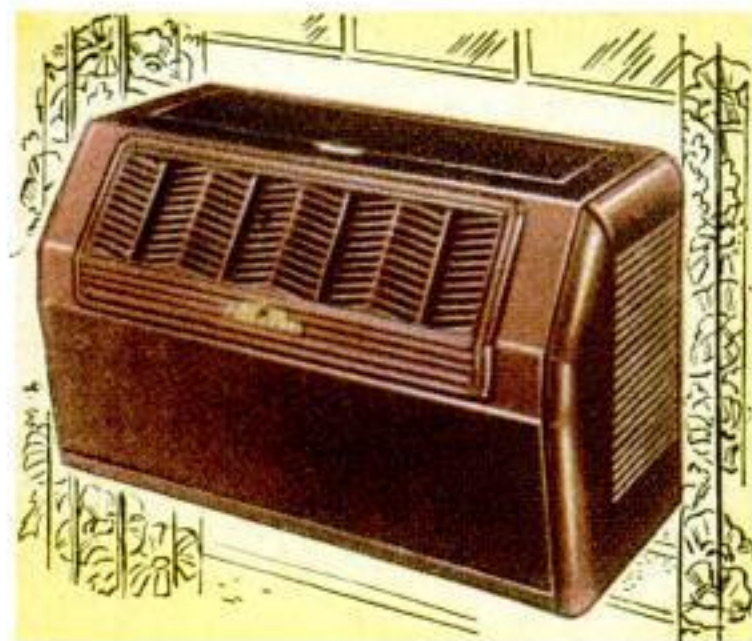
On their Wedding Day... or on those
oh-so-important Anniversaries, your warm good
wishes will always find special appreciation
when the Gibson name on the back
of your card tells them you sent
the very finest.



*WEDDING & Anniversary
Cards*



THE GIBSON ART COMPANY • CINCINNATI, OHIO
Publishers since 1850



MITCHELL

MITCHELL ALL-SEASON ROOM AIR CONDITIONER—Enjoy cool dry filtered air on hot summer days, fresh uncooled air on "just warm" days and heat on colder days — all with a Mitchell. You'll work better, feel better, live better.
From**229.95**



LAU

LAU NITE-AIR WINDOW FANS — Efficient, safe, lots of eye-appeal! Powerful and quiet. Larger fans will cool several rooms, an apartment or a small house. Easy to install. Window may be opened or closed without moving fan.
From.....**49.95**



Handyfreeze

HANDYFREEZE ELECTRIC ICE CREAM FREEZER — Now, enjoy real home-made ice cream! Richer, smoother, better tasting. Delicious frozen desserts, too. Makes from 1 pint to 4 quarts in minutes. Electricity does the work for you!
4-Quart**27.50***



KORDITE

KORDITE FREEZER SUPPLIES — Polyethylene bags, strong boxes, laminated polyethylene freezer paper. Finest quality.
Pkg. of 25 Pt. Freze Bags **55¢**
Pkg. of 25 Qt. Freze Bags **75¢**
Pkg. of 25 Pt. Boxes**75¢**
Pkg. of 25 Qt. Boxes**98¢**
Freeze Wrap, 55-ft. roll.....**1.69**



Get Ready for Summer with Now On Sale at



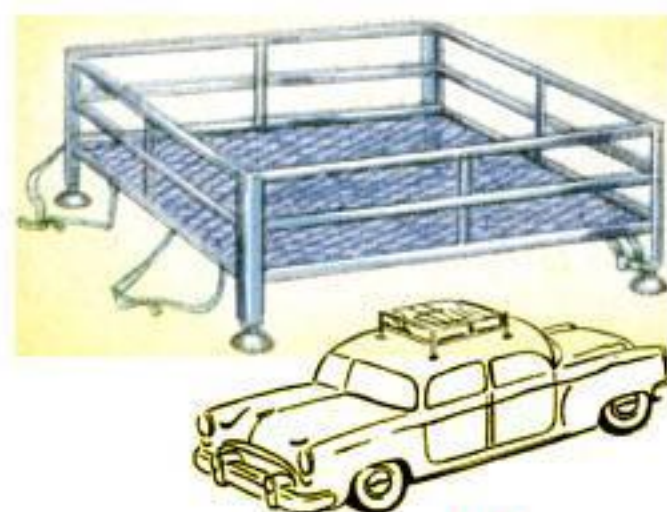
BOSTWICK LABORATORIES

HEP AEROSOL INSECT SPRAY — Has 50% greater DDT power than ordinary bombs. Non-staining, non-flammable.
Jumbo can**98¢**
DYNOL MOTHPROOFER—Mothproof a suit in minutes for an entire year! Non-staining.
Jumbo can**1.95**



SIMONIZ

BODYGARD — The only liquid car wax that contains the famous "Simoniz Secret". Gives a "Showroom Shine in Minutes" without rubbing **98¢**
LIQUID KLEENER — Here's the motorist's first choice for thorough cleaning of car before applying wax or polish**69¢**



WALDBRO

WALDBRO AUTO TOP CARRIER — All-metal, basket-type carrier with good looking baked enamel finish — weatherproof and rust-resistant. Pre-fabricated, complete one-piece sides and mesh-steel bottom. Takes only a few minutes to assemble**17.50**



Firestone

FIRESTONE DELUXE CHAMPION — The first choice of motorists who want more miles per dollar and greater protection at all times against blowouts and skidding. Built with the exclusive Firestone Safti-Lock, Gum-Dipped Cord Body and the exclusive Safti-Grip Tread.

Enjoy the Voice of Firestone on radio or television every Monday evening over NBC

THREE CONVENIENT WAYS TO BUY

This (or similar) merchandise available



Firestone

FIRESTONE SPECIAL CRUISER JUNIOR BIKE — Beautiful twenty-inch bike for six to nine year olds. Smart chain guard, easy-working kick stand, coil-spring saddle, Firestone balloon tires. Handsome baked enamel finishes. Boys' and girls' models **43.95***



Bilnor

EIGHTY-INCH WADING POOL — This BIG heavy-gauge vinyl pool (80x72x12 inches) will last for years. Easy to inflate. Decorated bottom. Convenient drain. Made to our specifications by Bilnor, America's foremost manufacturer of top quality inflatables.**19.95***



DENNIS MITCHELL

DENNIS MITCHELL BICYCLE BASKET — Rugged steel wire with sturdy struts. Finished in gleaming Chromad.**1.69***
DENNIS MITCHELL CAR-PEN BABY SEAT — Baby can sit or stand in safety. Softly upholstered backrest and seat that drops to let baby stand....**4.95**



CHAIN-DRIVE TRACTOR AND TRAILER — Lots of good safe fun for the sidewalk set. Authentically designed tractor with exclusive knee-action front and big husky Firestone tires. The trailer will support 100 pounds. Sparkling finish. Tractor....**25.45*** Trailer..**9.95***

these Outstanding Values Firestone



ANCHOR MATSHIELDS — Protective one-piece half mats that fit over the center hump of any car — front and rear. Covers full width. Black and colors**1.98*** and **2.39***
ANCHOR ALL-PURPOSE MATS — Use two in front and two in rear. Black and colors**1.39***

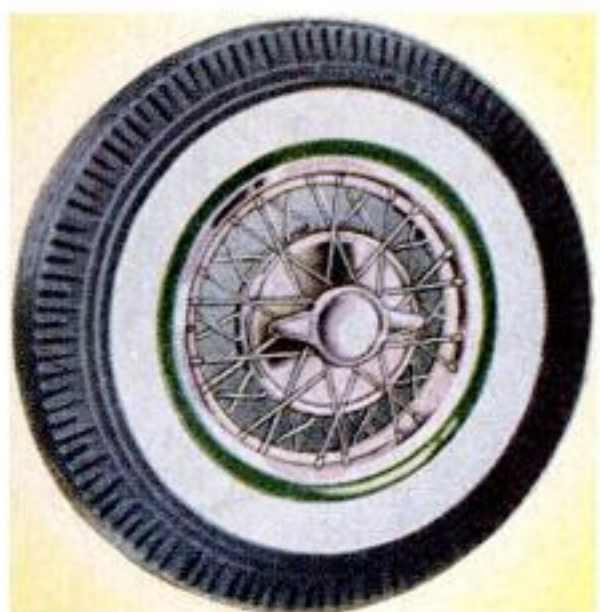


NEW LYON WIRE WHEEL DISK — No Spokes — Easy to Clean! A brand new idea in wire wheel beauty that licks the problem of cleaning wire spokes. Lyon "spokes" are embossed on a solid stainless steel disk against a black enamel background. Beautiful, practical, low-cost. Fit all 15-inch wheels. Complete Set of Four**20.95**



Lyon Stainless Steel Wheel Covers — Set of Four**17.25**

Lyon Whitewall Rings Set of Four**7.95**



CALNEVAR

CALNEVAR WIRE WHEEL COVERS — Most exciting car accessory in years! Sparkling high-polish stainless steel with forty hand-mounted wire spokes. Just snap on. Protects from theft, too, because they lock on. Fit 15-inch wheels. Set of Four**89.95**

Lyon

Copyright, 1953. The Firestone Tire & Rubber Co.

Prices subject to change without notice. *Slightly higher in some sections of the South and West.

in Canada at slightly higher prices.

BUDGET TERMS, 30 DAY CHARGE OR CASH



All you could fish for...

...sizzling trout — pan-browned potatoes — and to top it off — an ice-bucket chock full of smooth, sociable, satisfying Pabst Blue Ribbon. Here is beer that fits your mood of relaxation. Each foaming glass is a new adventure in good taste and good living. We urge you to try Pabst Blue Ribbon soon!

Try this . . . For just 7 days . . . make smoother-tasting Pabst Blue Ribbon your beer. Then you'll understand why more people today are enjoying Pabst Blue Ribbon than ever before in Pabst's 109 year history!

DRINK PABST BLUE RIBBON . . . finest beer in Pabst's 109 year history

FOLLOW PABST BLUE RIBBON BOXING BOUTS . . . EVERY WEDNESDAY NIGHT ON TELEVISION . . . CBS NETWORK. Copr. 1953, Pabst Brewing Company, Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.

SURVIVORS WATCH THE 'TITANIC' GO DOWN AGAIN



MRS. LEAH AKS WITH HER SON FRANK IN 1912



"TITANIC" SURVIVORS, LEAH AKS AND SELENA COOK SOB AFTER SEEING FILM. SHARING REMINISCENCES, THEY FOUND THEY HAD BEEN IN SAME LIFEBOAT

MOVIE RE-ENACTMENT AWAKENS DRAMATIC MEMORIES

Forty-one years ago Mrs. Leah Aks was on her way to America in third class aboard the *Titanic*. When the liner hit an iceberg, in the most famous of all maritime disasters, she ran up on deck with her 10-month-old baby, Frank. He was torn out of her arms and thrown into a lifeboat; later she was pushed into another. Four days later aboard the *Carpathia*, which picked up most of the survivors, Mrs. Aks found her baby in the arms of another woman, who was hysterically claiming him for her own.

A couple of weeks ago, with ten other survivors, Mrs. Aks was in New York for a preview of the movie *Titanic*. Though she liked the movie, she found it depressingly realistic when the ship hit the iceberg and went down. She and the woman next to her, Mrs. Selena Cook, sat crying as they relived the moments of panic and heroism. Frank liked the movie too, but he was chiefly pleased to get confirmation from other passengers of the story, which he has always doubted, of his melodramatic babyhood.



← MRS. AKS WITH HER SIX-FOOT SON IN 1953

FUNNY FACE CONTEST

201 valuable
PRIZES

SEE OPPOSITE
PAGE FOR
ENTRY BLANK

1ST PRIZE



30 SECOND PRIZES

(CHOICE OF ONE)

21" MOTOROLA TV SET

Famed for its "Standout Picture", this big Motorola TV features curved anti-reflection screen and lifetime focus picture tube.



VICTOR AIR CONDITIONER

Exclusive "Three Dimensional" Cooling Room Air Conditioner with "Push Button" Control . . . 5 Year Warranty. Manufactured by Victor Products Corp., Hagerstown, Maryland.



50 THIRD PRIZES

(CHOICE OF ONE)

FILTER QUEEN SANITATION SYSTEM

Complete with amazing attachments for cleaning rugs, draperies, furniture, hardwood and linoleum floors, plus spray waxing and moth-proofing.



COLUMBIA THREE STAR BICYCLE

Deluxe style with complete equipment—horn, headlight, tank, luggage carrier, etc. In boy's or girl's model.



120 FOURTH PRIZES

(CHOICE OF ONE)

CAMFIELD BLUE RIBBON AUTOMATIC TOASTER

Has those famous Twin Controls. Operates from either end. Deluxe mirror chrome finish. Makes perfect toast every time.



HELBROS WRIST WATCH

World-renowned Helbros Watch with Lifetime Ruby Jewels for lasting precision. In man's or woman's style, complete with expansion bracelet.



FOLLOW THESE SIMPLE RULES

1 TAPE FEATURES in place on entry form with "Scotch" cellophane tape. Write in your favorite use for cellophane tape in space indicated on entry blank.

2 SUBMIT as many entries as you wish, but only one prize will be awarded to a family. Use this entry blank or a tracing on a plain piece of paper. Each entry must be accompanied by the plaid tab from a roll of "Scotch" cellophane tape.

3 MAIL YOUR ENTRY TO: Funny Face Contest, P.O. Box B-1, St. Paul, Minn. Be sure you include your name and address on your entry blank. Apply sufficient postage because entries with insufficient postage will not be accepted.

4 PRIZES will be awarded for the best entries received in the opinion of the judges. Neatness, originality and uniqueness will be considered by the independent judging organization of Associated Activi-

ties, Inc., in selecting the funniest entries. Judges' decisions will be final, and duplicate prizes will be awarded in case of ties.

5 CONTEST is open to all except employees of Minnesota Mining and Manufacturing Company, their advertising agencies and their families. The contest closes June 30, 1953 and entries must be postmarked on or before midnight of the closing date and received no later than July 10, 1953. All entries become the property of Minnesota Mining and Manufacturing Company and none will be returned.

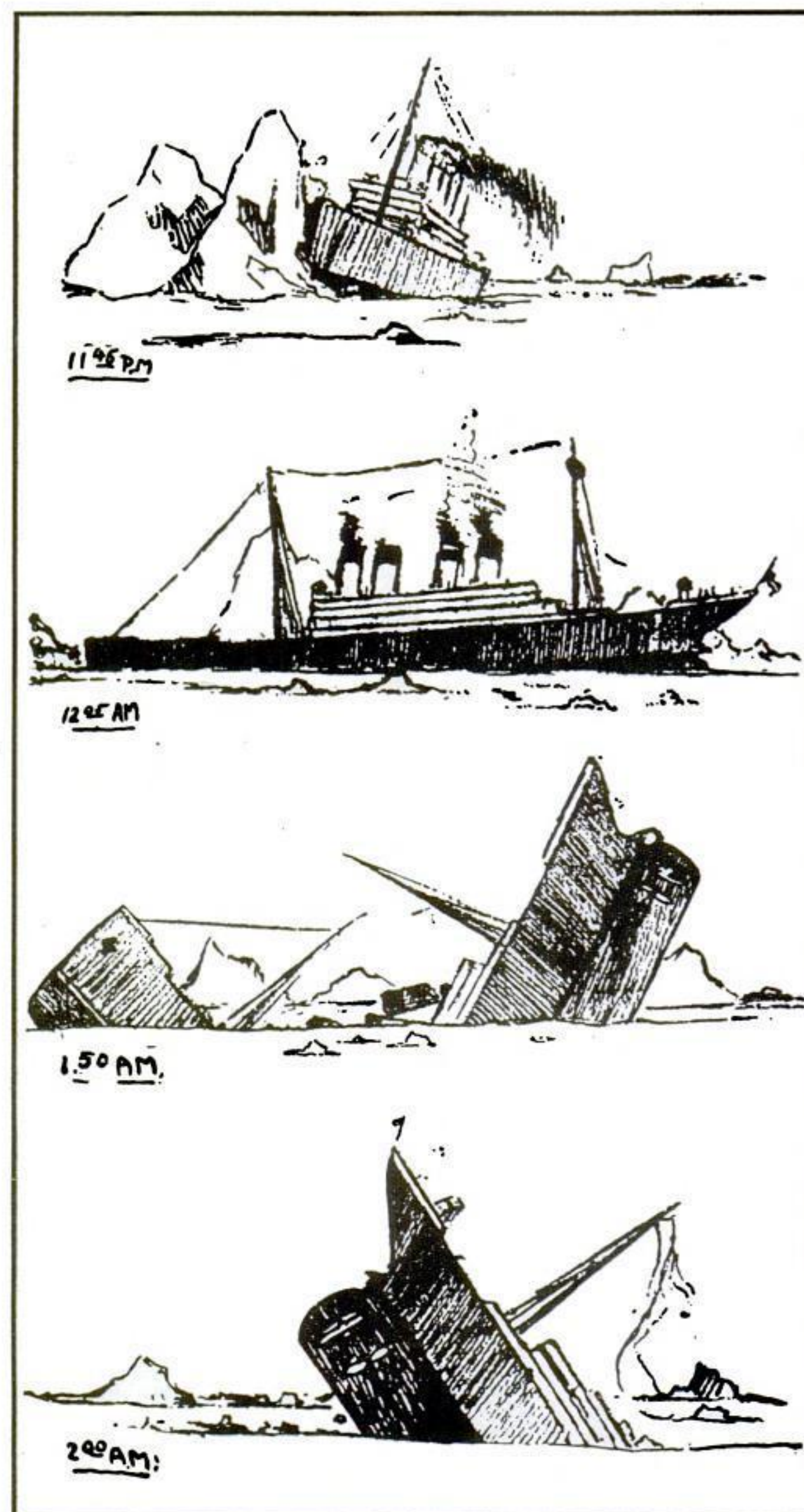
6 WINNERS will be notified by mail. A complete list of winners will be sent to anyone sending a stamped self-addressed envelope.

GET EXTRA ENTRY BLANKS AT YOUR DEALER'S. You can submit as many entries as you like, but only one prize will be awarded in any one family.

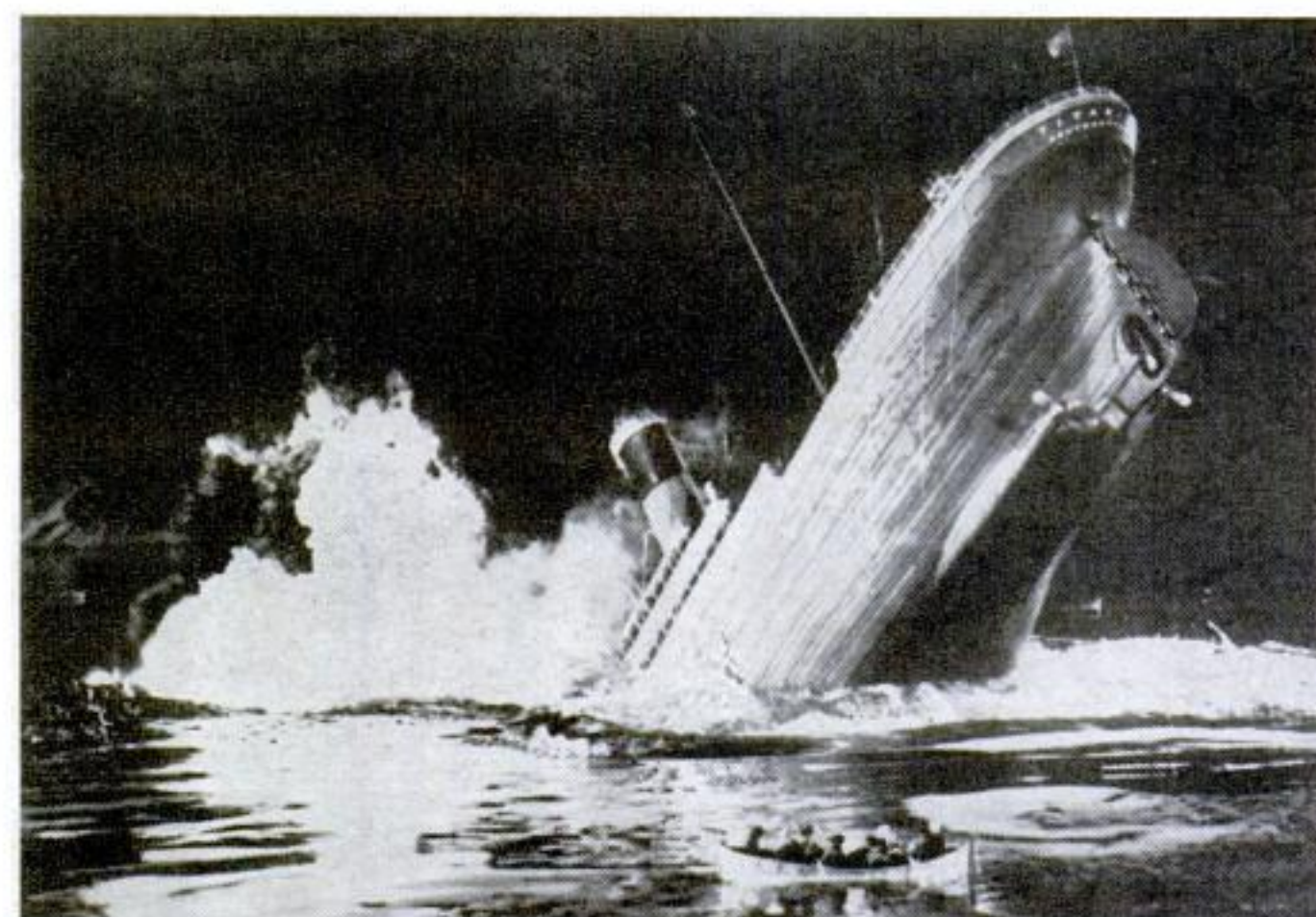
SCOTCH BRAND Cellophane Tape

'Titanic' CONTINUED

TWO VERSIONS OF THE SINKING



EYEWITNESS SKETCHES of *Titanic's* end were made by passenger who escaped in a lifeboat. They show the "unsinkable" liner against iceberg, at the moment when boats were put out, breaking in two and plunging to the bottom.



MOVIE VERSION of the liner's last moments was made with painstakingly accurate model. Twentieth Century-Fox employed an ex-captain of the *Queen Elizabeth* to make sure that all its nautical details were irreproachably correct.

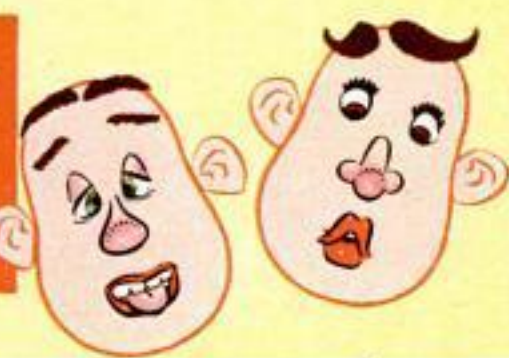
CONTINUED ON PAGE 95

\$25,000.00 IN PRIZES

FUNNY FACE CONTEST

Can you "Tape Up" funnier faces than these?

SEE OPPOSITE
PAGE FOR
BIG PRIZES



EASY—just clip out eyes, ears, nose, etc. from panel below.
ARRANGE features on outline face on entry blank to make a funny face.
TAPE them down with "Scotch" cellophane tape.
FILL OUT entry blank and mail. It's fun—do it today!

TO INTRODUCE AMAZING NEW FORMULA

SCOTCH
BRAND

Cellophane
Tape

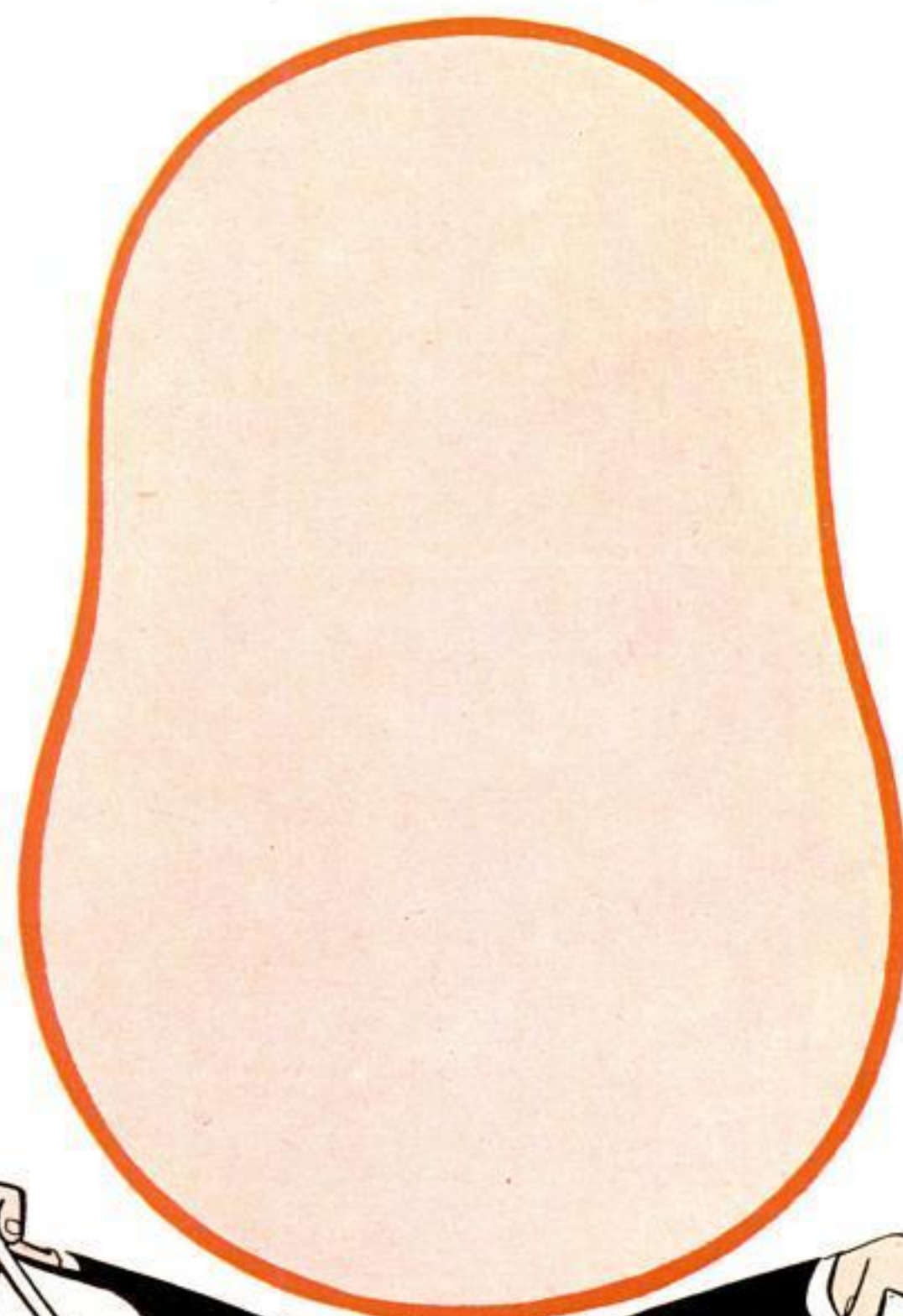


STICKS AT A
FEATHER TOUCH!



Sticks 6 times tighter!

USE THIS OFFICIAL ENTRY BLANK



ATTACH PLAID TAB FROM ROLL OF
"SCOTCH" CELLOPHANE TAPE HERE



FUNNY FACE CONTEST P.O. Box B-1, St. Paul, Minn.

Here's my entry. I have attached the plaid tab from a roll of "Scotch" cellophane tape.

NAME AGE
(Please print clearly)

ADDRESS

CITY ZONE STATE

*Our favorite use for cellophane tape is
*Not considered in judging.

The term "Scotch" and the plaid design are registered trademarks for the more than 200 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can. ©1953 3M Co.

What's doing at Douglas _____ WORLD'S LARGEST BUILDER OF AIRCRAFT



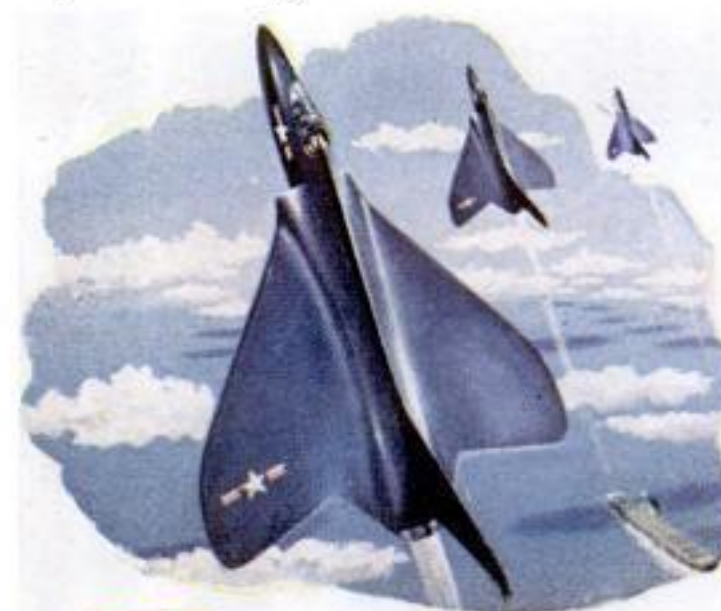
On most of the world's leading airlines it's
Queen of the fleet



The Douglas DC-6 and the DC-6B, above, are the choice of most major airlines for their big four-engine airplanes. Hundreds are now in service. They are also the 2-to-1 choice of experienced air travelers, according to a nationwide survey.

Jet "Skyray" has rocket stingers! Douglas builds the batlike Skyray interceptor for use on aircraft carriers. Today, 88% of Douglas production is military.

Only Douglas builds all four airplane types: piston-engine, turbo-prop, jet, rocket . . . and guided missiles, too.



Twice as many people fly **DOUGLAS**
 as all other airplanes combined

DC-6 air conditioning is even smoker-proof! In the Douglas DC-6 and DC-6B, the temperature and humidity of the cabin air are controlled for perfect comfort—and the air is *completely replaced* every three minutes with fresh outside air. Make *your* next trip in a Douglas "DC" airplane; see your airline or travel agent.



REAL-LIFE TRAGEDY was caught by photographer on board rescue ship as rescued honeymoon couple tried to comfort a woman who had lost husband.

MOVIE MIXES FACT AND FICTION

The movie *Titanic*, which is weighted down with a number of more or less plausible fictional romances, is most affecting when it sticks to the familiar facts of history. It tones down some of the worst instances of cowardice and panic during the disaster, but does show some of them—like the man who dressed in woman's clothes to get a place in a lifeboat. And it pays due respect to the gallantry of those who faced death bravely: to the captain who went down with his ship; to the stokers who went on working to the end to keep the generators going so that the lights and radio could operate; to Mrs. Isidor Straus who, because her husband could not leave the ship, also refused to leave, saying to the men trying to push her into a lifeboat, "I am a very old lady. I have been with Mr. Straus most of my life. I will not leave him now."



MOVIE TRAGEDY involves society dandy (Clifton Webb) who puts his wife (Barbara Stanwyck) into lifeboat, heroically stays behind to help others.

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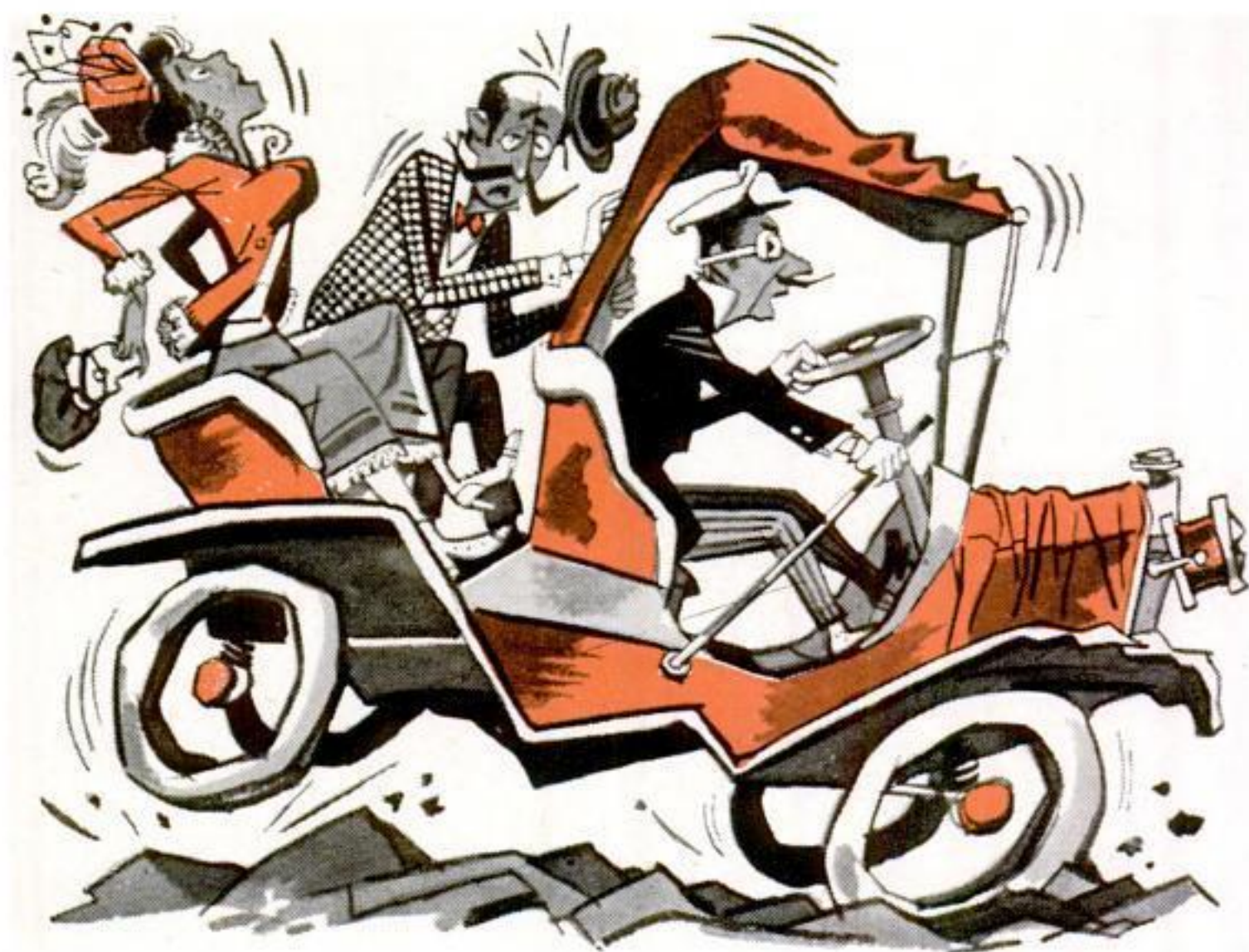
Secret of A Successful Party:



Friends Coming? It's easy to put on your "party best," when you serve (1) a few tasty snacks, and (2) America's Party Beer...Grain Belt! Grain Belt adds a friendly flavor to your party...tells friends you're glad they came. So, let them enjoy America's Party Beer in your home. For a really *successful* party—serve the friendly Beer with the friendly flavor...Grain Belt!



©1953 MINNEAPOLIS BREWING CO., MINNEAPOLIS, MINN.



If your car feels like this ... it's time
for **MARFAK** chassis lubrication



That "cushiony" feeling
lasts longer with—

Say good-bye to chassis squeaks and rattles — for 1,000 miles or more! Drive in for longer lasting *Marfak* lubrication. *Marfak* is specially made to protect vital points of wear and friction longer. It resists wash-out, jar-out, squeeze-out. As a result, you enjoy smooth, *cushiony* driving that lasts and lasts! Today — for longer lasting *Marfak* lubrication, see your Texaco Dealer, the best friend your car ever had.

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America



TUNE IN . . . Tuesday nights on Television — the TEXACO STAR THEATER starring MILTON BERLE.
See newspaper for time and station.

'Titanic' CONTINUED



ON DEATH LIST in the first reports, Katherine Gilnagh, a 17-year-old Irish girl on her way to America to join her sister Mollie, had to send her parents the picture at left of herself (sitting) and Mollie to convince them that she was still alive. On the *Titanic* she climbed up on a man's shoulder to get over the railing and into a lifeboat. Now Mrs. Manning (above), and living in New York City, she found the movie "wonderful."

RELICS OF WRECK have been preserved by Miss Edith Russell, a stylist and importer who also came to the preview. The photograph below shows her standing by the dress she wore the night of the disaster, and holding a good luck token she had acquired a couple of months before the voyage, a toy pig which played a tune, *The Maxixe*. Old photograph at right, taken after survivors landed, shows her holding pig and wearing the crocheted cap and fur coat she wore over the dress. Her family, who had always regarded her as a fashion plate, did not recognize her when she came off the *Carpathia* in this rig. Miss Russell claims her devotion to the toy pig saved her life, because in the confusion she was too scared to jump into the lifeboat and did so only when somebody threw the pig in first. When she found it on the floor of the lifeboat its legs were broken but it could still play *The Maxixe*.





65 years ago, George Eastman introduced the world's first roll-film snapshot camera. It was sold already loaded with enough film for 100 snapshots. After exposure, the camera was returned to the factory where the film was developed and the camera reloaded.

*Every model a 3-in-1 camera...
a black-and-white camera... a color camera...
and a flash camera*

65th Anniversary Show of Kodak snapshot cameras

at your Kodak dealer's NOW

Today's Kodak cameras are "luxury" cameras at down-to-earth prices... built with the knowledge gained through 65 years of giving people more and more picture-making pleasure for the least money. Finer lenses and shutters give crisper, clearer snapshots. Simple, easy-working controls mean years and years of trouble-free snapshot fun.

Dollar for dollar... feature for feature... you're buying the best... when you buy a camera marked "Kodak" or "Brownie."

Eastman Kodak Company, Rochester 4, N. Y.



Brownie Hawkeye Camera \$17.20

If you want crisp, clear snapshots the surest, simplest way, the Hawkeye's right for you. No adjustments... just line up your picture in the oversize finder and press the button. Makes 12 snaps per roll. Flashholder extra, \$4. Brownie Hawkeye Flash Outfit—camera, Flashholder, batteries, lamps, and film—gift-packed, \$13.50.



Kodak Duaflex II Camera Kodak Lens \$14.50

Preview model shows you your picture *before* you snap. Flip-up hood brightens image in viewfinder. As simple to operate as a Brownie camera. Gets 12 crisp snapshots per roll. Flashholder extra, \$4.25. Complete Flash Outfit... camera illustrated plus everything else for daytime-nighttime snapshots, \$22.50. Deluxe-model camera with Kodak f/8 Lens, \$22.30.



Kodak Tourist II Camera Kodak Lens \$26.25

Smart new folding camera. Easy to take on trips and outings. Eye-level finder for split-second sighting; squeeze-action shutter for steady shooting. Prefocused lens. Takes eight horizontal or vertical pictures per roll. Flashholder extra, \$8.25.

Kodak Pony 135 Camera \$35.75

A 35mm miniature—that gets color slides as crisp and brilliant as cameras costing twice as much. You can project them and have beautiful color prints made from them. Takes 20- or 36-exposure films. Pony 828 Camera, 8-exposure model, \$31.15. Flashholder, \$8.25.

Prices subject to change without notice and include Federal Tax where applicable

Now is picture time



Kodak
TRADE-MARK

Copyrighted material



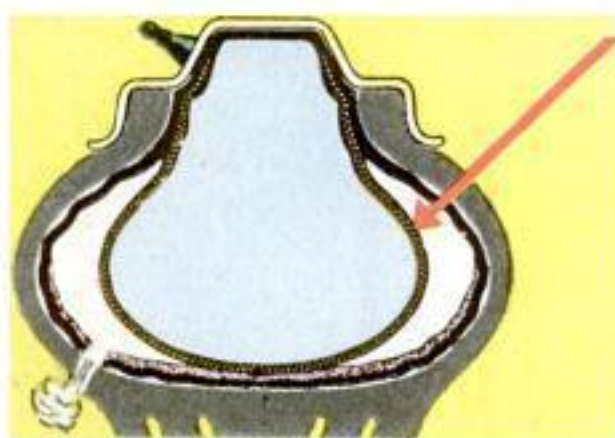
All of the objects shown here were taken out of blown-out or punctured tires! You think it can't happen to you? One out of every eight drivers had blowouts last year; half of all motorists had punctures.* Why take chances against odds like these?

*From Crowell-Collier Seventh Annual Tire Survey.

ALL THESE OBJECTS CAUSED

Protect against all with Double-

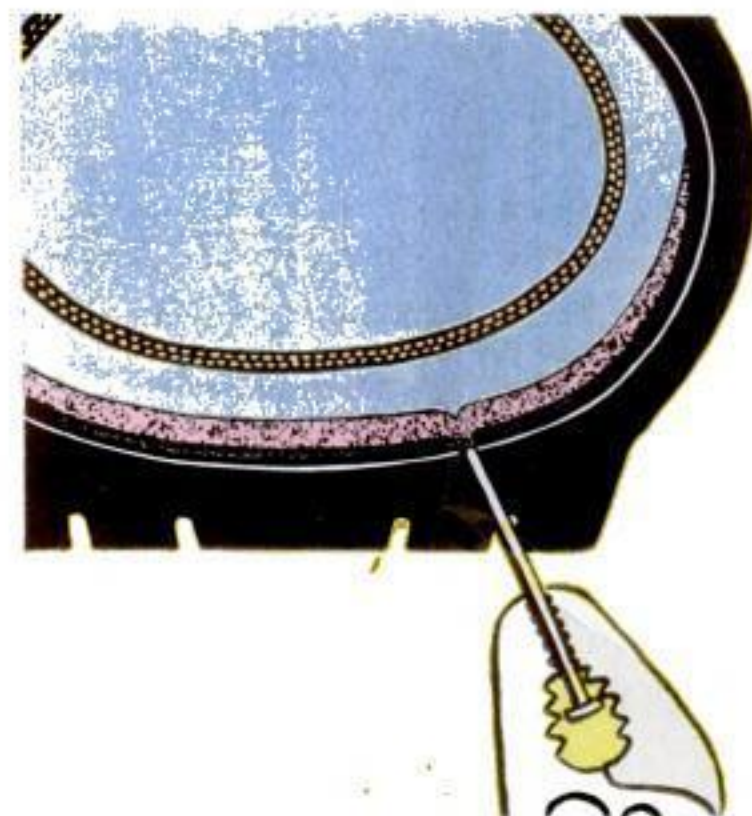
LIFEGUARD double air chamber



SAFE AGAINST ALL BLOWOUTS!

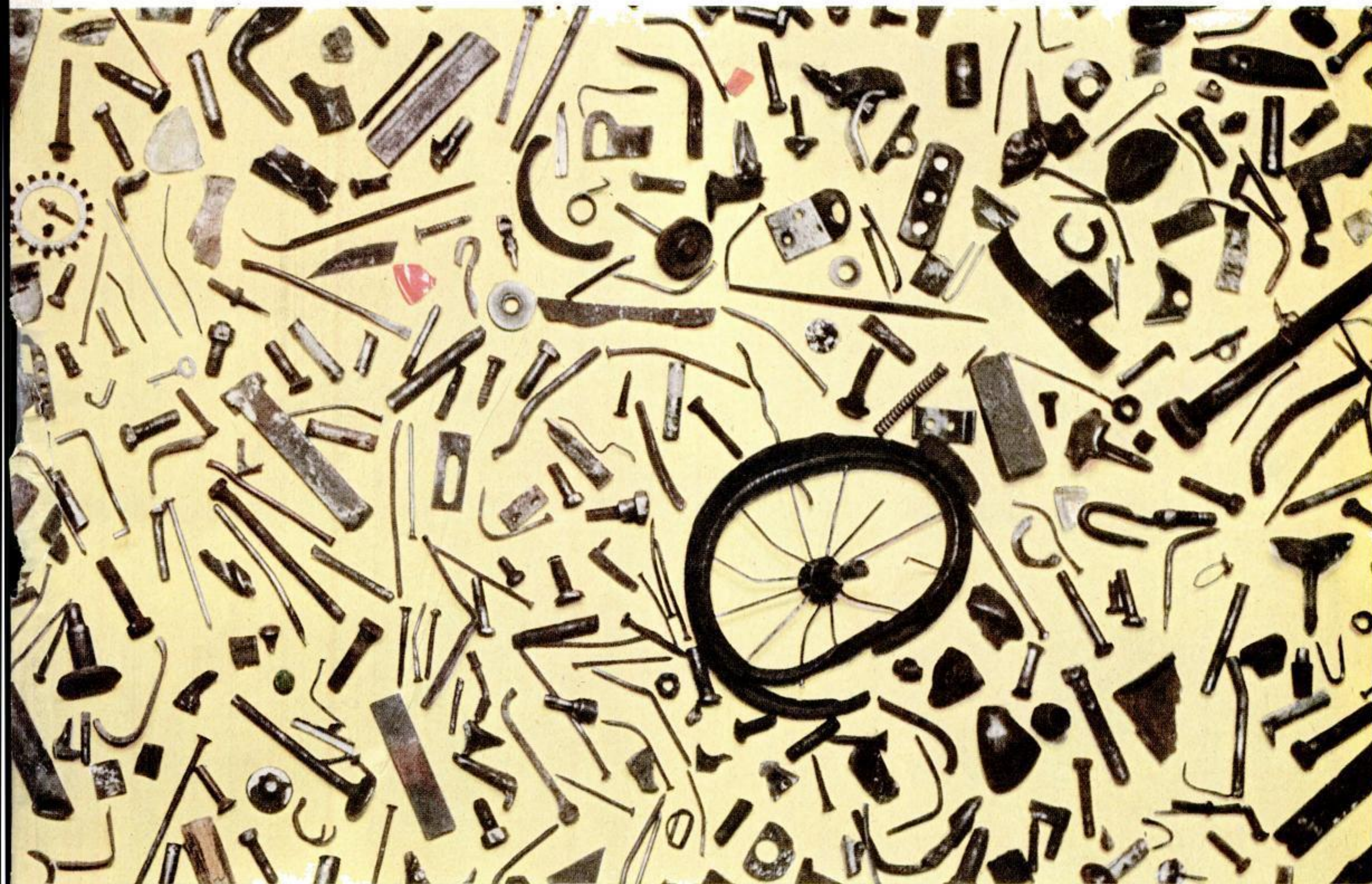
Only the LifeGuard double air-chamber principle protects you against all blowouts! Puncture-sealant alone *might* seal a small fabric break. But when something like that angle iron rips into a single-chamber tire or tube, you can have a blowout that will drop you to the rim in a split second.

But with New LifeGuard Safety Tubes in your tires, you'll have a lifesaving reserve of air in the *second* chamber. You'll come to a safe, controlled, straight-line stop. Only the New LifeGuard Safety Tube gives blowout protection proved by 18 years and millions of miles of driving.



America needs better, safer roads. Let's bring them up to PAR.

NEW LIFEGUARD SAFETY TUBES



BLOWOUTS OR PUNCTURES! **chamber LifeGuard Safety Tubes!**

SEAL THEIR OWN PUNCTURES

Why should you ever have to change a punctured tire? New LifeGuards mend their own punctures. When you pick up a nail or other small, puncturing object, just remove it and drive on. The puncture-sealant will automatically seal the hole without loss of air pressure.

In fact, New LifeGuard Safety Tubes seal themselves so perfectly that we recommend periodic inspections to be sure you're not carrying a nail that might later cause trouble.

COST LESS BECAUSE THEY'RE RE-USABLE!

You save 20% to 43% per wheel! Because this is the only protection against both blowouts and punctures that won't wear out when your tires wear out. You spread the cost of the New LifeGuard Safety Tubes over 3 or more sets of tires, for 100,000 miles or more of blowout-safe, puncture-safe driving. Thus you save 20% to 43% per wheel.

You can use them in your present tires. Or have them installed when you buy your new car. You'll get full value for original equipment tubes. You'll hardly notice the small extra monthly payments. See your Goodyear dealer today!



For the longest mileage, the safest mileage, the most comfortable ride on wheels, remember: More people ride on Goodyear tires than on any other kind. Goodyear, Akron 16, Ohio.

by **GOODYEAR**

LifeGuard, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio



Delayed at a bridge game?

Why worry about dinner—when you can fix a slam-bang meal in minutes, with handy pre-cooked Minute Rice?

No other rice is so quick and easy to fix—so *sure* to come out perfect! You just bring Minute Rice to a boil, and turn off the heat. Ten minutes later, look! Your rice is done—tender, fluffy, snow-white. So fool-proof, so delicious every time—it's no trick to make compliment-winning meals with Minute Rice!

Quick meal-maker... Minute Rice!

Quick and Delicious!

Minute Rice gives you perfect rice every time! Fluffy, long-grained, delicious!

Quick and Handy!

Keep Minute Rice on hand always! Get the large economical Family Size!

Just 18 minutes with Minute Rice!

EGGS AND RICE AU GRATIN

An egg dish fit for a King—sure to be "Aces" with family or guests. And so *easy* on the budget—and the cook! Just prepare $\frac{1}{3}$ cups Minute Rice as directed on the package. To half the rice, add $\frac{1}{4}$ cup chopped chives and 2 tablespoons butter. Keep warm. Beat 6 eggs. Add $1\frac{1}{2}$ cups grated Cheddar cheese, remaining rice, and $\frac{3}{4}$ teaspoon dry mustard blended with $\frac{1}{4}$ cup milk. Scramble in melted butter till eggs are done but still soft. A gold-and-white delight that looks as good as it tastes, serves 5 or 6 in just 18 minutes! Only Minute Rice does such speedy tricks... turns out so delicious every time!

Another Pick o' the Pantry Supper—Quick-Chick Casserole: Prepare $\frac{1}{3}$ cups Minute Rice as directed on package. Heat 1 can cream of chicken soup with $\frac{1}{2}$ cup milk. Add 1 cup diced cooked chicken; season; heat. Add rice. Turn into 1-quart casserole; top with buttered crumbs; brown under broiler.

Quick and Easy!

No washing! No rinsing!
No draining! No steaming!
It's pre-cooked!



For perfect rice
the quick and easy way
*** pre-cooked

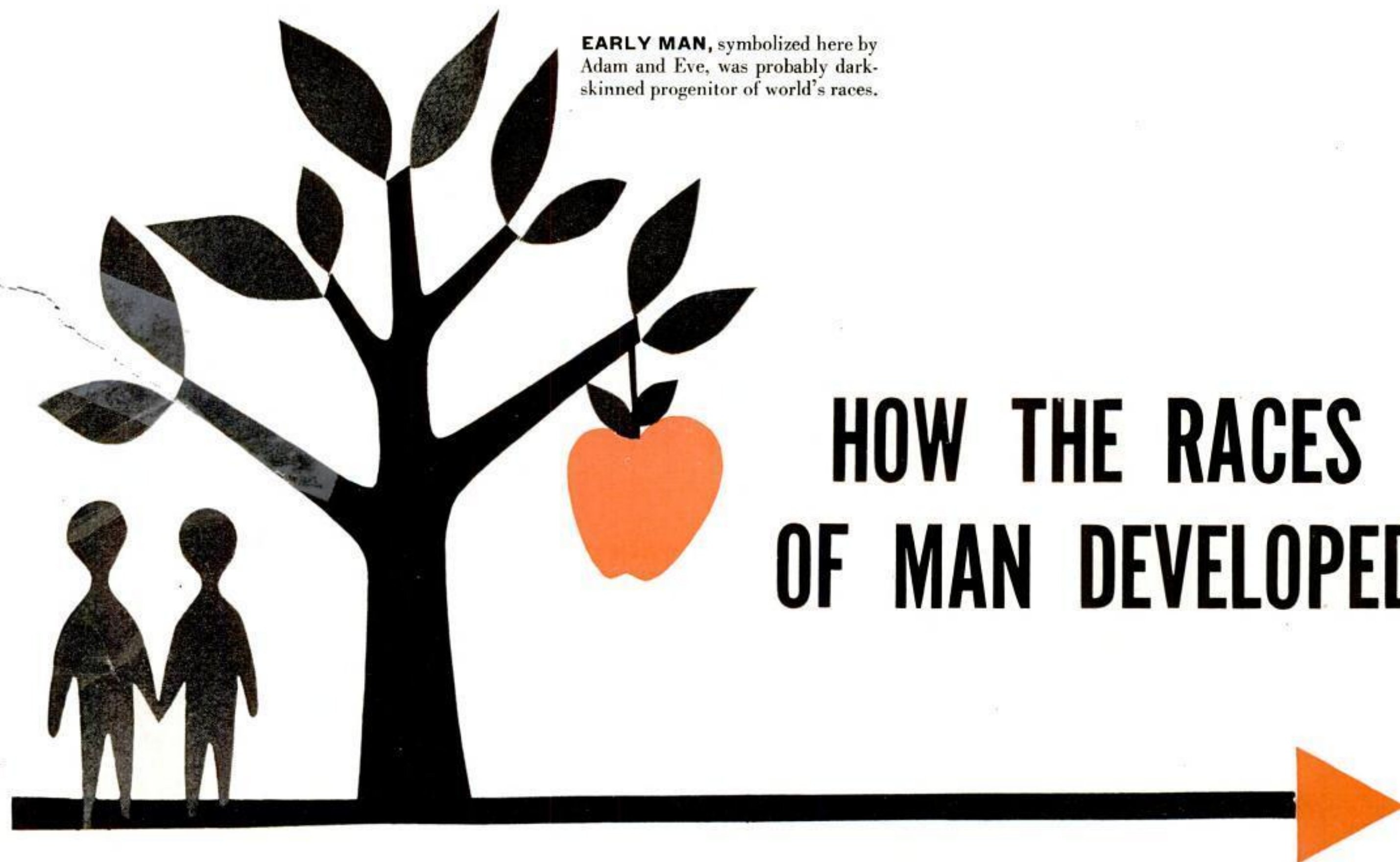
MINUTE BRAND RICE



Product of General Foods

EARLY MAN, symbolized here by Adam and Eve, was probably dark-skinned progenitor of world's races.

HOW THE RACES OF MAN DEVELOPED



U.N.'s scientific pictures show what races are, how they originated and how they became intermingled

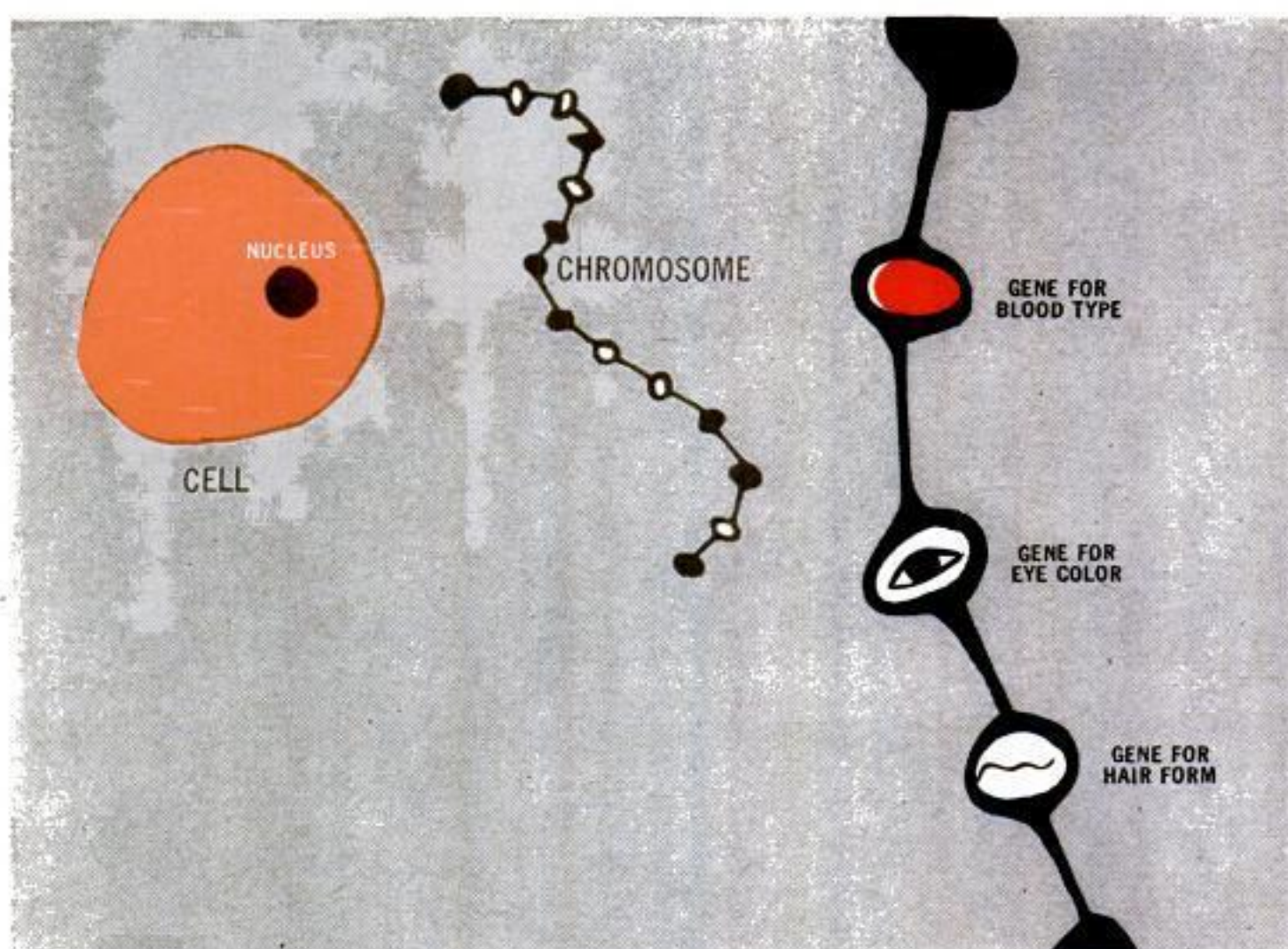
For the past three years sociologists, anthropologists and geneticists from all over the world have been working together to clarify one of civilized man's most confused and contentious concepts: the concept of race. Reviewing evidence from many fields, they finally reached general agreement on what is true, and not true, about the races of man. The results appeared recently in a booklet called *What Is Race?* whose illustrations by Jean Eakin Kleiman appear on these pages. Because racial myths and misunderstandings frequently lead to serious conflicts, the United Nations Educational, Scientific and Cultural Organization, which sponsored the project, is translating its booklet into several languages and giving it worldwide distribution.

Scientists agree that there are three main races in the world today—Caucasian, Negroid and Mongoloid—and that each is composed of many smaller racial groups (p. 106). To explain how races developed, the booklet reviews the history of man on earth. All races presumably originated from a common ancestor—early man. As primitive men increased in numbers they colonized the continents of the earth. But because the continents were relatively isolated, the population of each developed independently and grew perceptibly different from the others. Thus distinct races appeared. Later, as transportation developed, migrations led to the mingling of races, the production of mixed groups and even the isolation of new groups. These factors in turn have led to the variety of peoples in the world today.

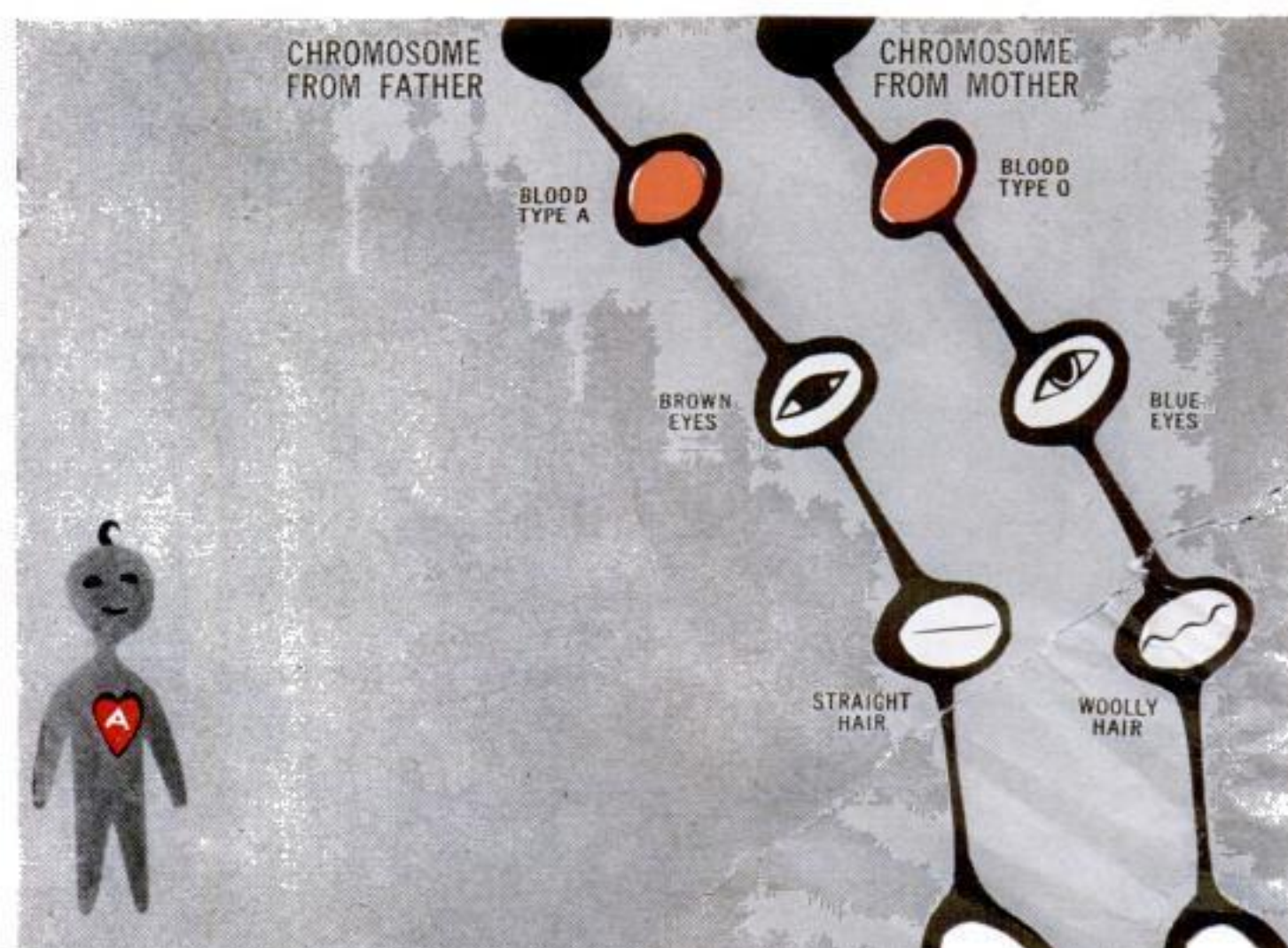
It was the science of genetics which first explained how differences in populations arise (following pages). Though races differ genetically, UNESCO's scientists feel that major factors—intelligence and aptitude—show little or no variation. Environmental factors such as education and opportunity, they feel, are far more important in producing the differences among people today. But as the economy of backward areas advances environmental differences will diminish. And as races mingle more and more freely, most genetic differences may disappear.

GENETICS' FOUNDER was 19th Century abbot named Gregor Mendel. Growing peas in his monastery garden, Mendel discovered how characteristics are transmitted from generation to generation and explained for the first time the nature of heredity.

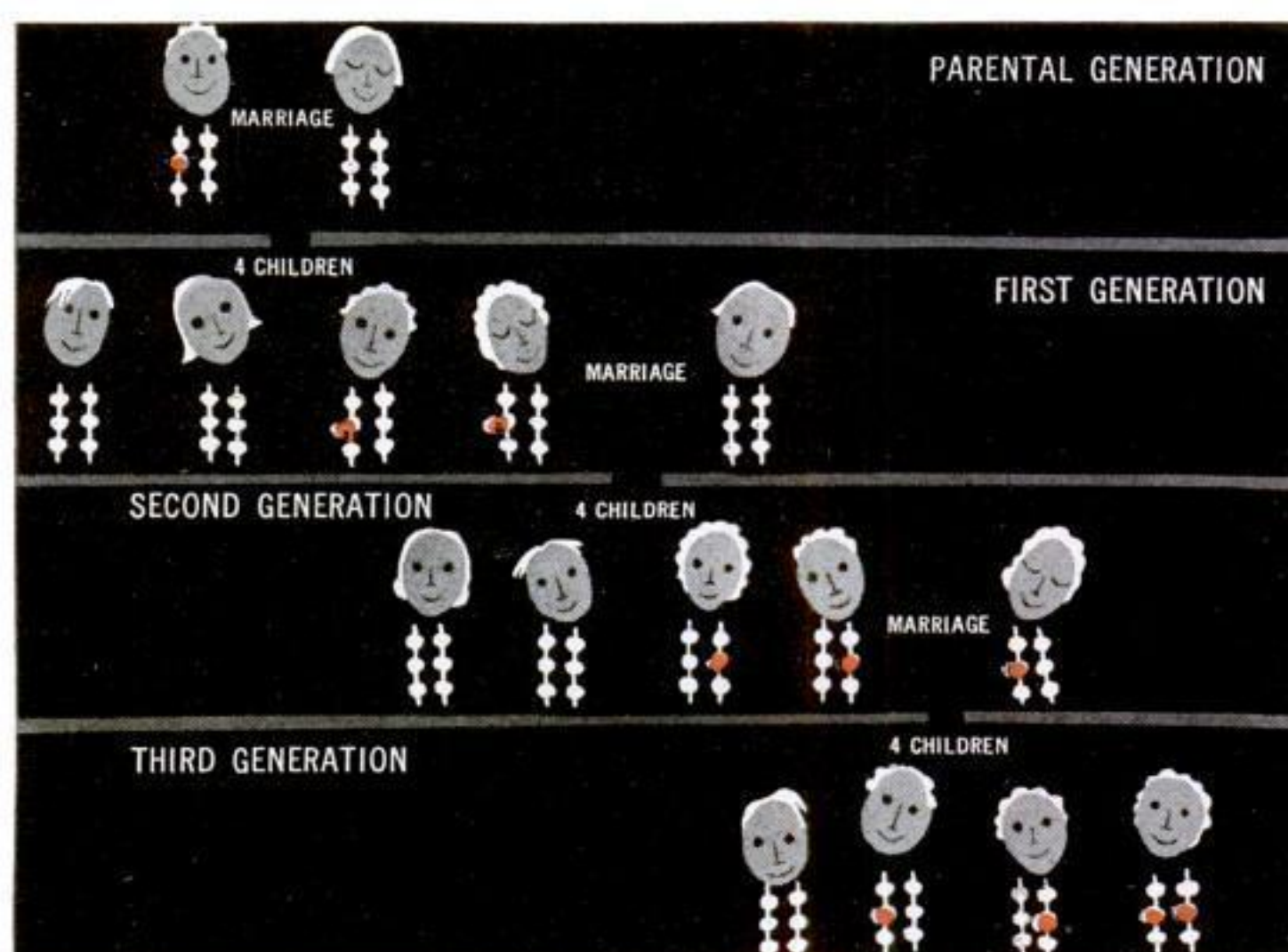




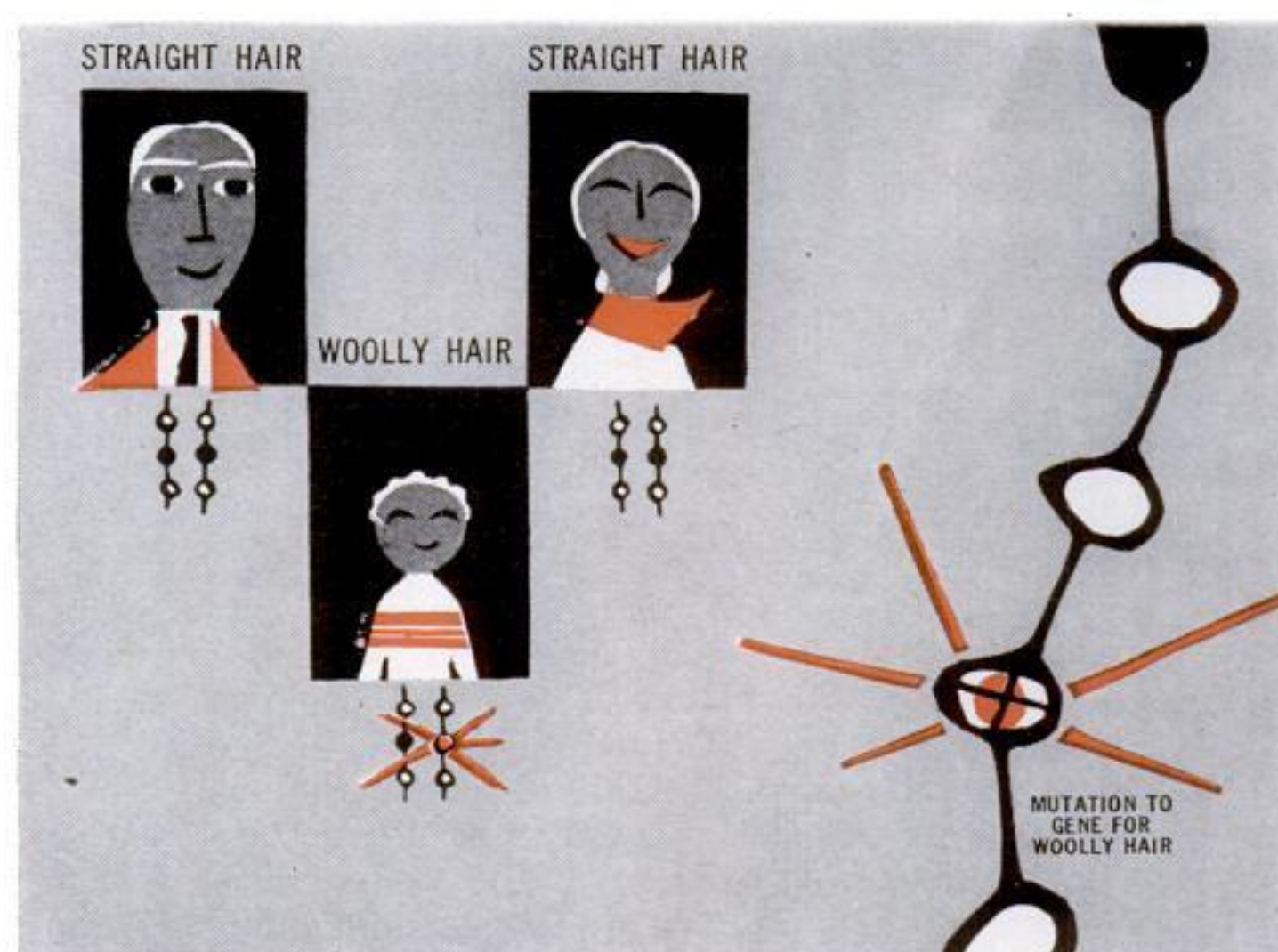
THE BASIS OF HEREDITY is a tiny, threadlike structure called the chromosome. The nucleus of each body cell of an individual contains many chromosomes, and each chromosome contains a string of tiny, submicroscopic particles called genes. Singly and in groups, the genes are the factors which govern the development of a creature's characteristics. Every body cell contains an identical set of them.



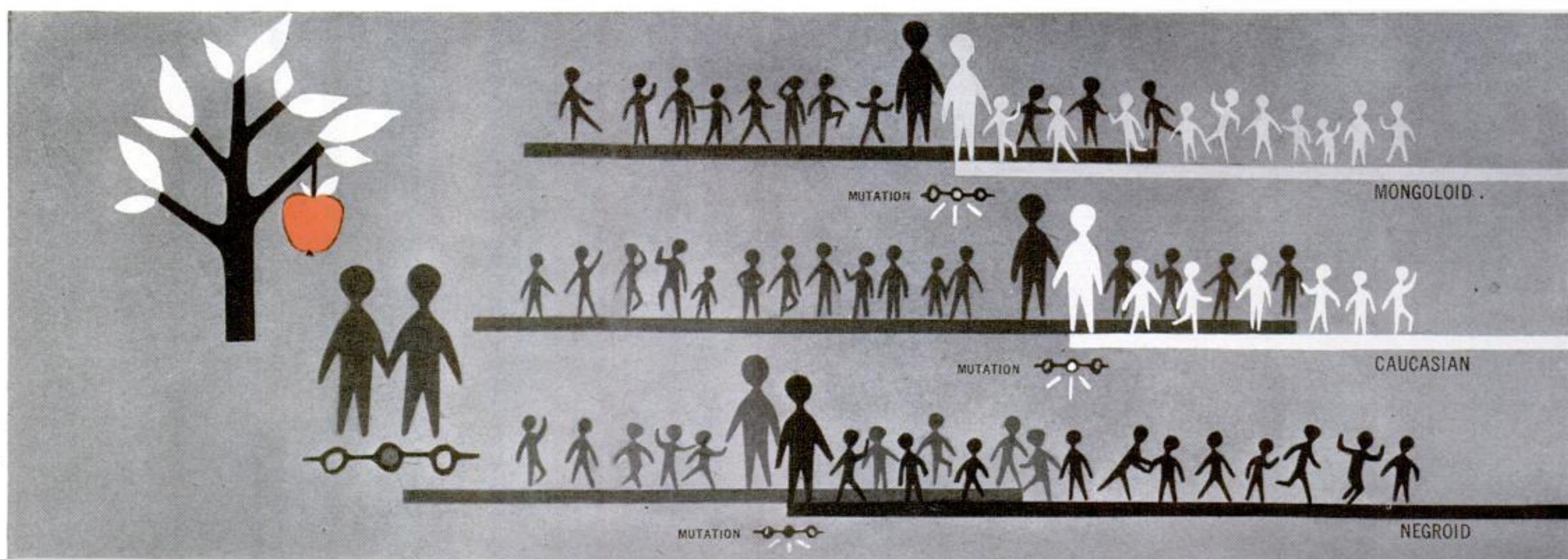
A NEW INDIVIDUAL inherits a set of chromosomes, and hence a set of genes, from each of its parents when female egg and male sperm fuse at conception. When paternal and maternal genes governing the same bodily feature differ, one usually dominates the other. In the example above paternal genes dominate to give offspring Type A blood and brown eyes. Maternal gene dominates to produce woolly hair.



FAMILY TREE illustrates dominance. Father at top has dominant gene for woolly hair (red dot) and one for straight hair. Wife's genes are for straight hair. Since offspring may receive either father's woolly hair gene or his straight hair gene, only half of them resemble him. In the next generation the same pattern is repeated. But if two woolly heads marry (bottom) three-fourths of their children will be woolly.



GENE CHANGES, called mutations, occasionally occur and alter a gene's effects. Picture above illustrates a mutation which gave rise to a woolly-haired family (left). Though parents had straight hair they gave birth to a woolly-haired child. Since this is a dominant gene and neither parent could have possessed it without showing it, scientists have concluded that it must have appeared spontaneously in the child.



HOW RACES MAY HAVE STARTED is illustrated in the chart above. Many scientists believe that early man (left) had a dark skin (governed by a gene for dark skin color). At different points in prehistoric time mutations may then have arisen to produce individuals with yellow skin, individuals with white skin and individuals with black skin. In the course of many centuries the traits would spread, and if

distance had isolated the population into three groups, different colors would gradually come to predominate in each group. In Africa many more black children than white would survive, because a dark skin is better adapted to that environment, and gradually the population there would become black. Different environments may have made the Mongolian race predominantly yellow and the Caucasian race white.



Nicholas Vaccaro, 10, Huntington, New York, plants an idea in this colorful ad.

KELLOGG'S INVITES THE KIDS TO MAKE THE ADS

Are you 14 years old, or younger? Then you can win a prize by telling us what makes Kellogg's Corn Flakes so good. You might tell about their oven-fresh crispness and never-duplicated flavor. Maybe you will want your ad to tell how they're the original corn flakes, and that more people eat them for breakfast than any other ready-to-eat cereal. Or, like many folks, you may think their deep, deep flavor is most important.

You'll find the rules on every Kellogg's Corn Flakes package. Then, with your paints or crayons, make an ad. If your ad is used in a magazine or over the air, you'll receive a \$100 U. S. Savings Bond. And if it's picked as one of the six best this year, you will also receive a \$500 Bond.



Every entrant gets this pin.

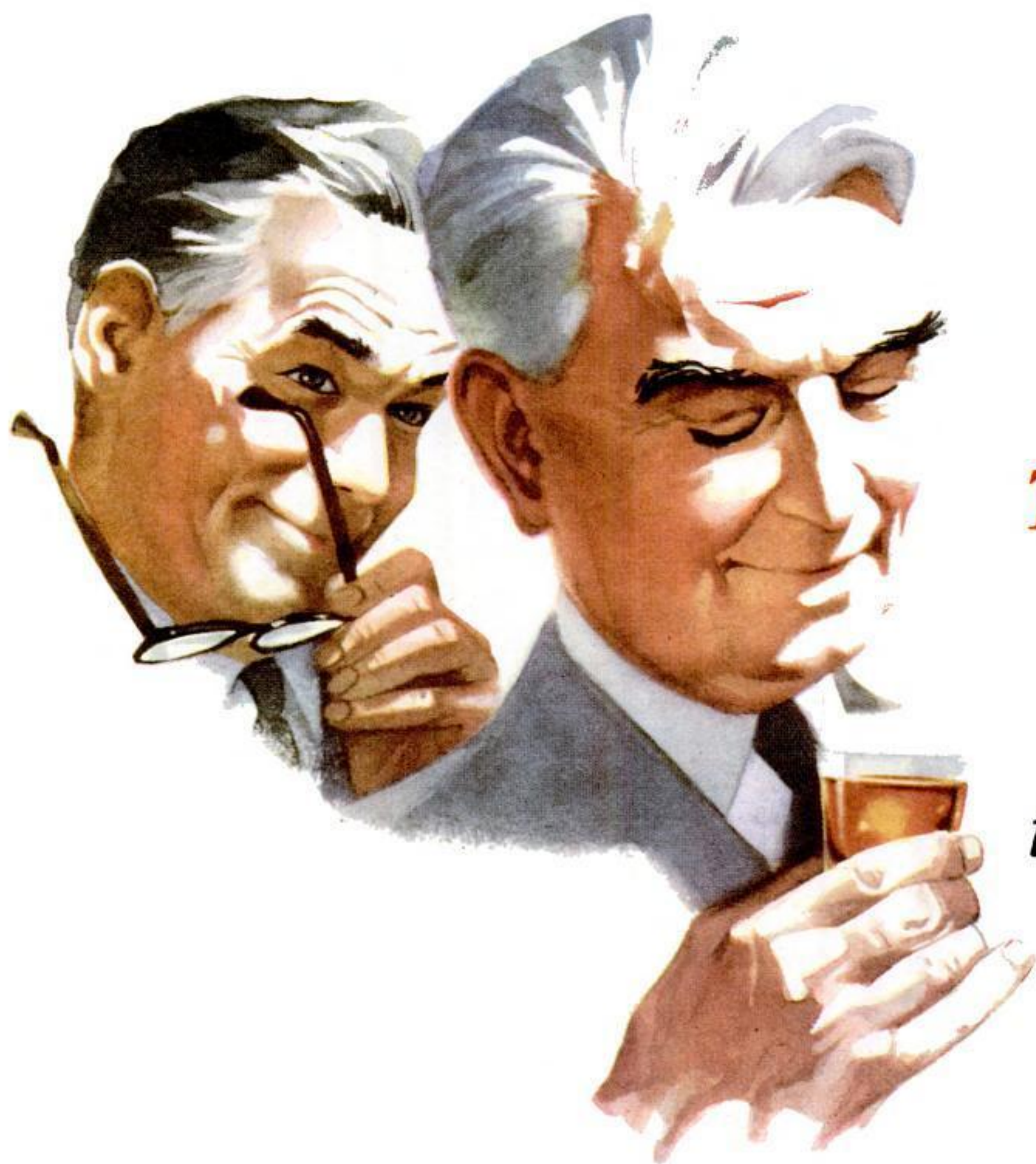


Shoo Mr. Crow Go away
I want this Corn to Grow Someday
To be the best in the land
To make that famous
Kellogg Brand



FRESH FROM KELLOGG'S OF BATTLE CREEK
the CRISP, CRISP flakes with the DEEP, DEEP flavor!

The partners of Bellows & Company
had 53 whiskies to choose from . . .



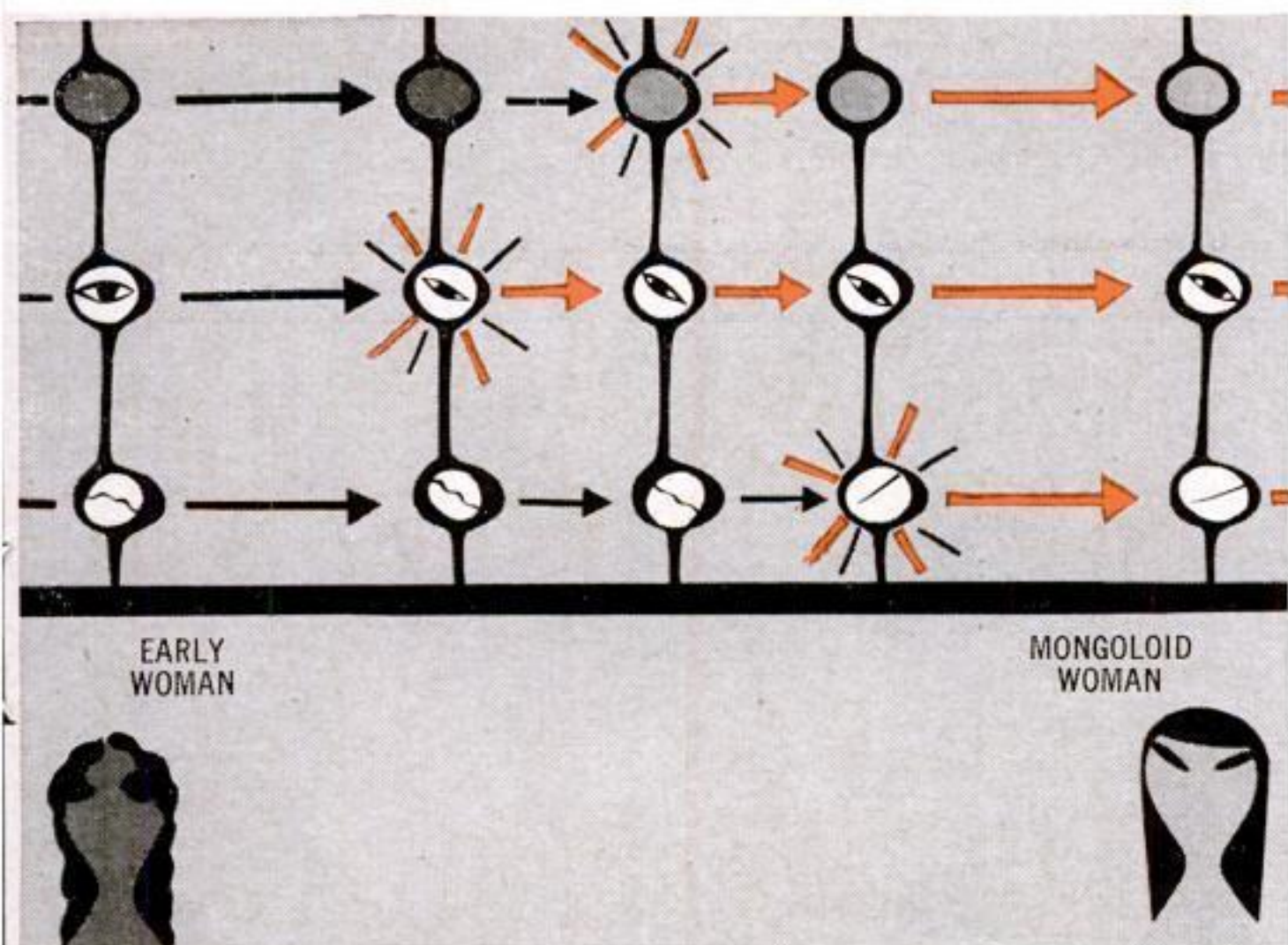
*This is the
one they
chose for
themselves*

They called it "**Partners Choice.**"
Today this identical brand is yours to enjoy. It contains
more aged whiskies than any other
nationally sold blend at its price—delicately
balanced with fine grain neutral spirits.
Isn't it time you tried it?

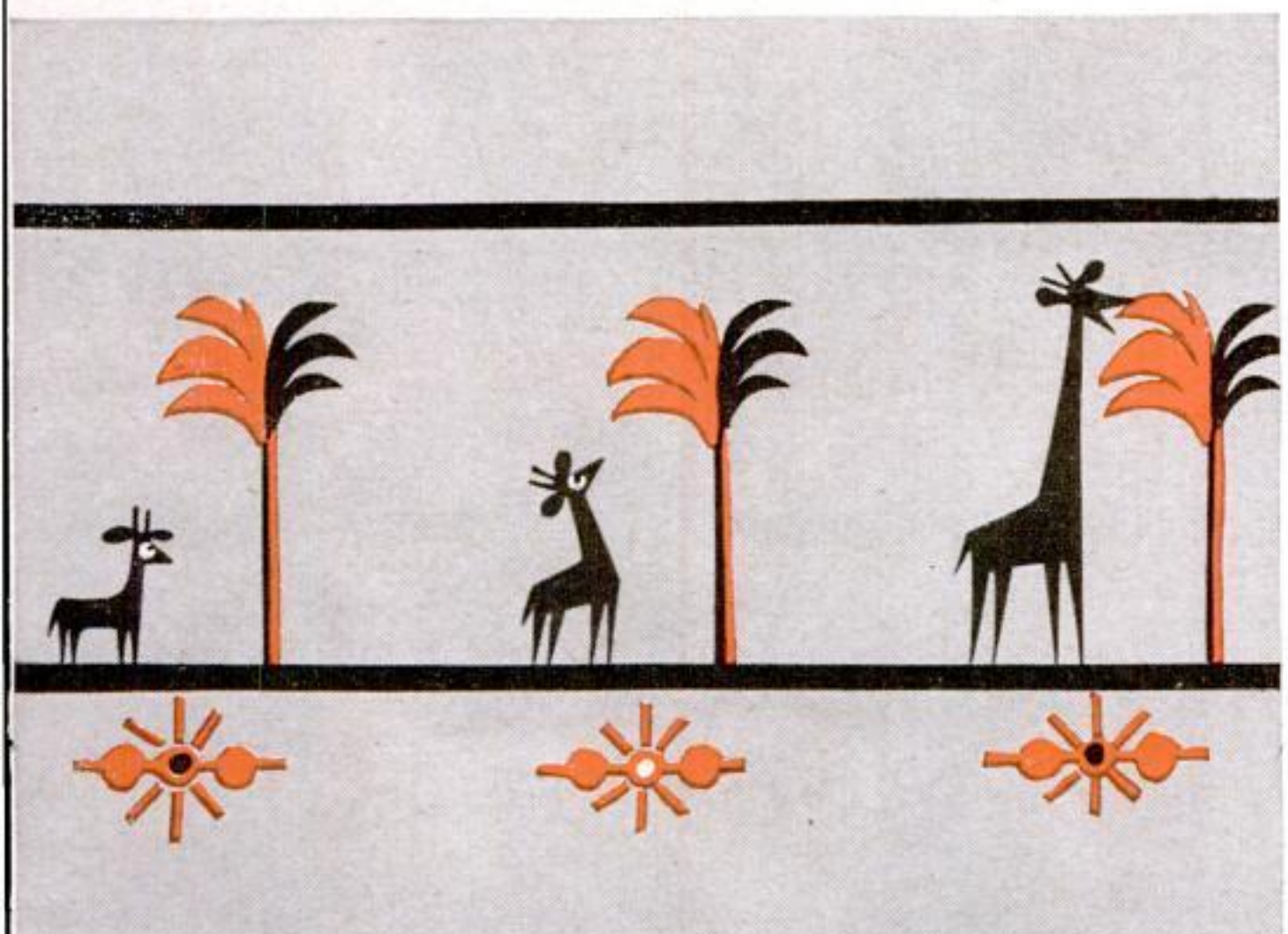


BELLOWS PARTNERS CHOICE

BELLOWS & COMPANY, BALTIMORE, MARYLAND • 40% STRAIGHT WHISKIES, 4 YEARS OR MORE OLD • 60% GRAIN NEUTRAL SPIRITS • 86.8 PROOF



EVOLUTION of the Mongoloid race probably took place over a long period of time and was the result of the accumulation of many small mutations. The original primitive stock may have been dark-skinned and wavy-haired. But successive mutations for slant eyes, yellow skin and straight hair arose and gradually these characteristics became predominant in the whole population.



ADAPTATION to environment is illustrated by giraffe. Originally the animal was probably short-necked and competed with other animals for foliage. Mutations may have given a few giraffes longer necks, enabling them to eat higher on the trees, where other animals could not reach, and thereby survive when others starved. In time, the short-necked type disappeared completely.



MIGRATION of Caucasians, Negroids and Mongoloids in and out of Europe produced an extensive mixing of peoples by the 12th Century A.D. Red circles indicate centers where incoming populations intermarried with local inhabitants and settled for relatively long periods of time. Because of such migrations the people of Europe and America show traces of all three primary races.

CONTINUED ON NEXT PAGE

**QUICKER
THAN BRUSHLESS,
CLOSER
THAN LATHER!**



Amazing NEW **MENNEN**
Foam Shave

NO LATHERING UP



SPURT! Just press the button—out comes a puff of thick, white foam. Billions of activated bubbles in a split second—far better than any brush lather!

NO STICKY HANDS



SPREAD! Foam Shave covers your face instantly. Its miracle formula takes the fight out of whiskers in seconds, so your razor can mow 'em away!

NO CLOGGING CREAM



SHAVE! Quicker than brushless! No sticky hands. No razor-clogging cream. You shave much closer—stay shaved much longer. Get Mennen Foam Shave today!

MENNEN **Foam Shave** **FOR MEN**



WIDER STEAM PATH of new Westinghouse Steam or Dry Iron is created by 15 scientifically spaced steam vents in the wide soleplate. These extra vents dampen clothes faster, more evenly and over a wider area . . . to speed pressing.

New Westinghouse Open Handle STEAM OR DRY IRON with WIDER STEAM PATH for better dampening • faster pressing



Press like a professional with this wonderful Westinghouse Iron that irons steam or dry at the touch of a dial. Uses regular tap water except in extremely hard water areas. Easy to use—no wrist strain, thanks to exclusive Open Handle design. Weighs less than 4 lbs. filled. See it, try it, at your favorite store now!

Fair Trade Price

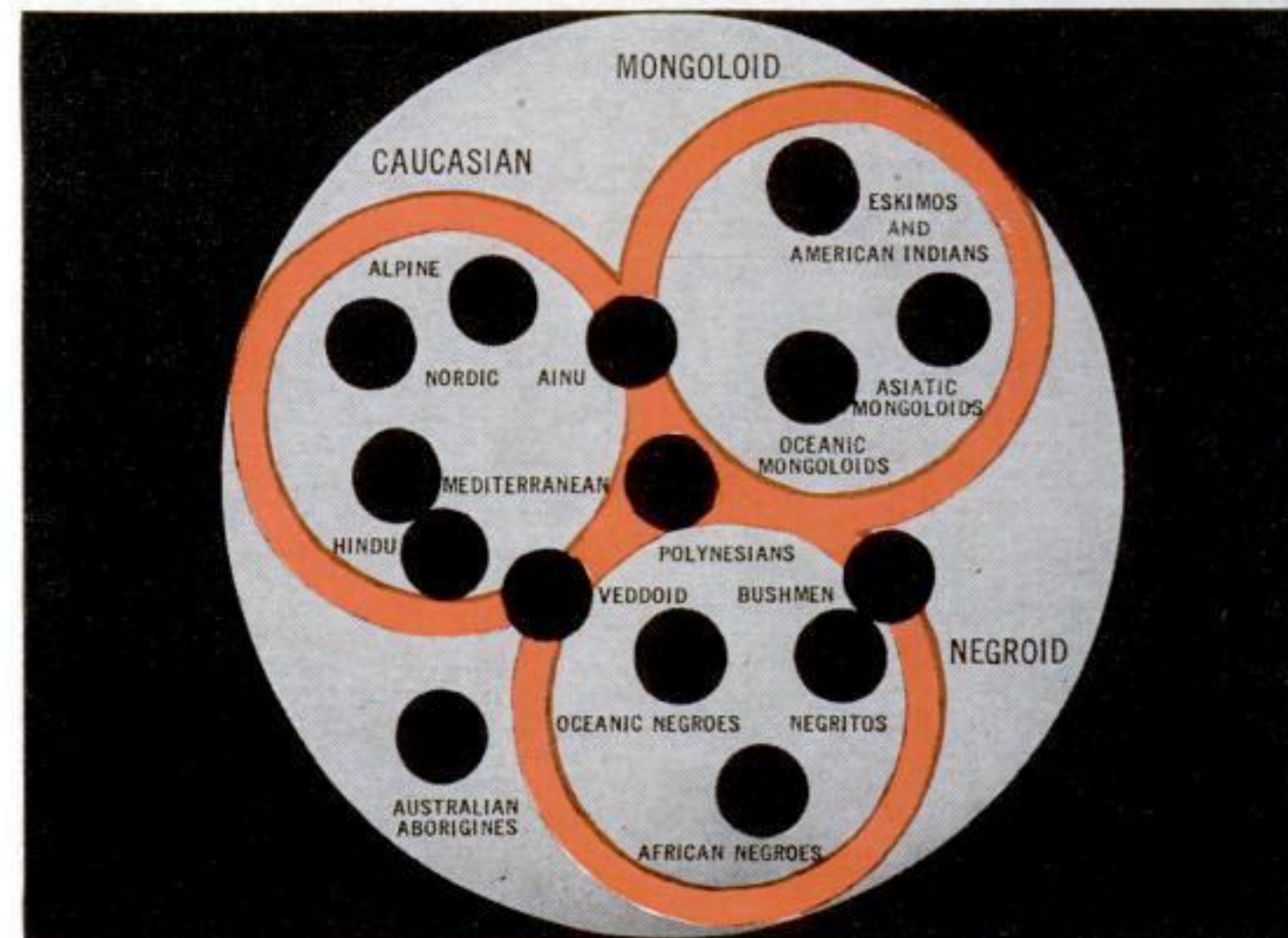
\$19⁹⁵

Pays for itself in
Pressing Bills Alone

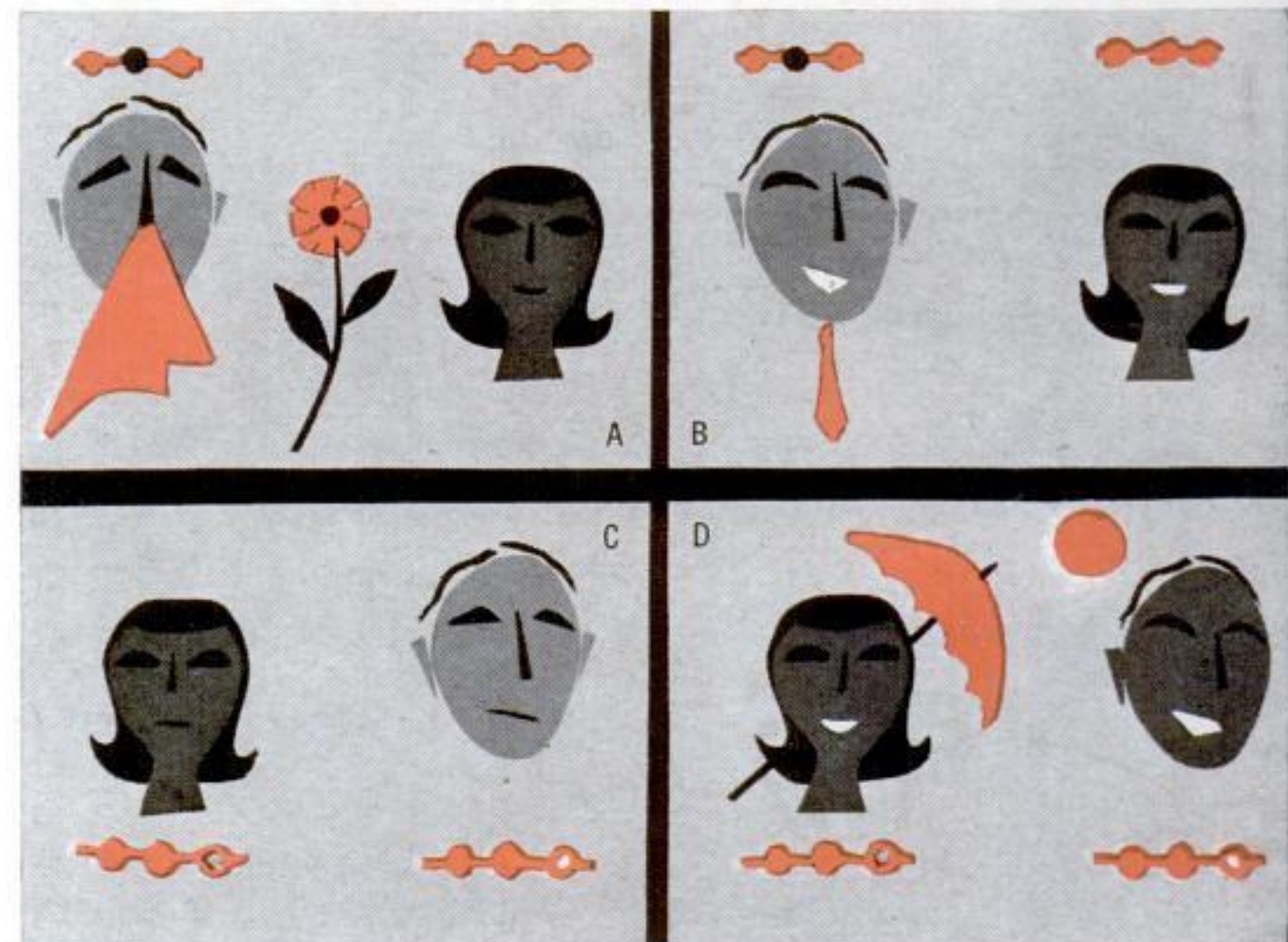
YOU CAN BE SURE..IF IT'S Westinghouse

See our three popular TV shows every week... Westinghouse STUDIO ONE... MEET BETTY FURNESS... FREEDOM RINGS

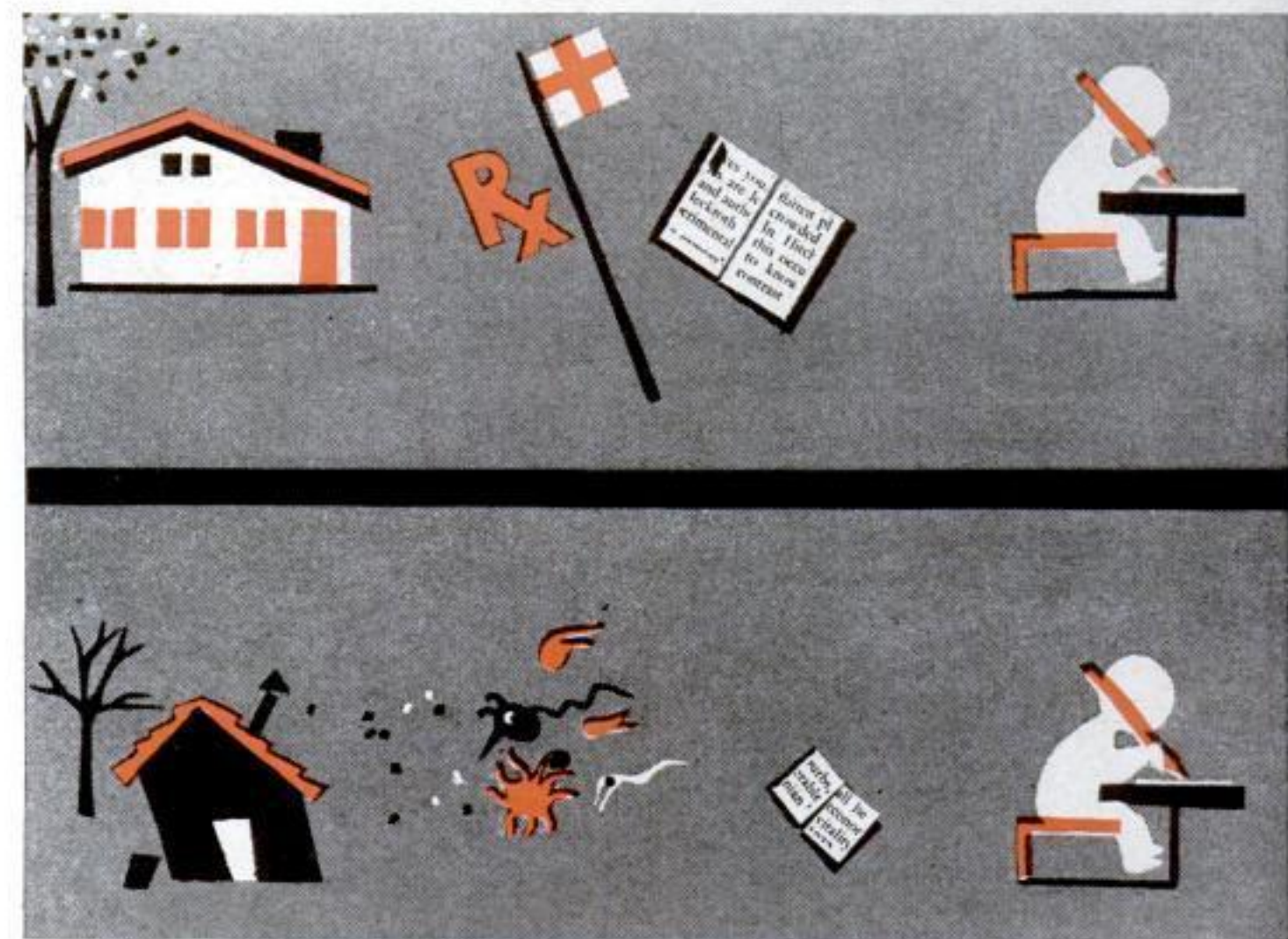
Races of Man CONTINUED



THREE MAIN RACES are indicated by circles enclosing sub-races which compose them. Some sub-races, like the AINU of northern Japan, show characteristics of two major races, and the Polynesians (center) appear related to all three races. Though this classification is widely accepted, some scientists think there are five main races, others that there may be as many as 30.



GENETIC DIFFERENCES are often masked by changes in environment. In A (above) the man has inherited sensitivity to pollen while the woman has not. But in a pollen-free environment (B) they appear equally healthy. And though the woman is dark and the man light (C), if the woman is sheltered from sun while the man is exposed to it, they will appear to be equally dark.



ENVIRONMENTAL DIFFERENCES create intellectual differences in genetically similar individuals. When tested, man who has been well cared for and well educated (top) will probably reveal his native intelligence. But an equally intelligent man, ill cared for and ill educated, may appear far less intelligent. In a better environment his intelligence would match the other's.

Why the heiress...

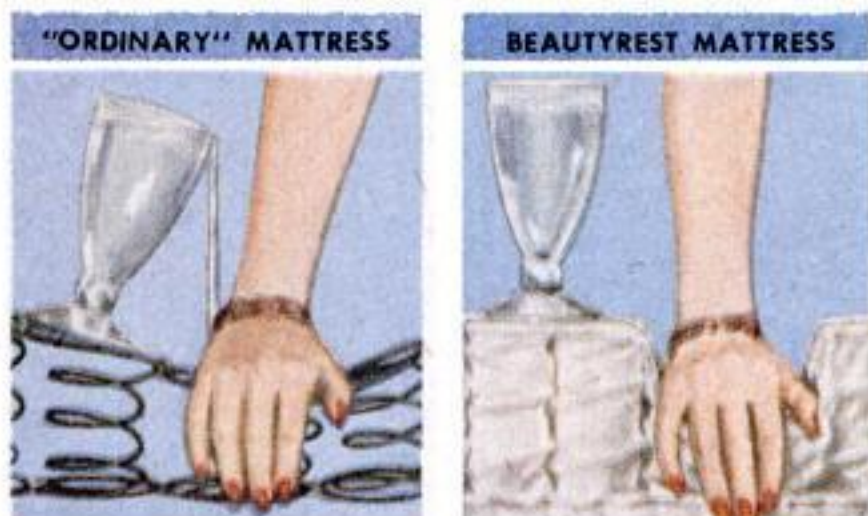


and the shopper...



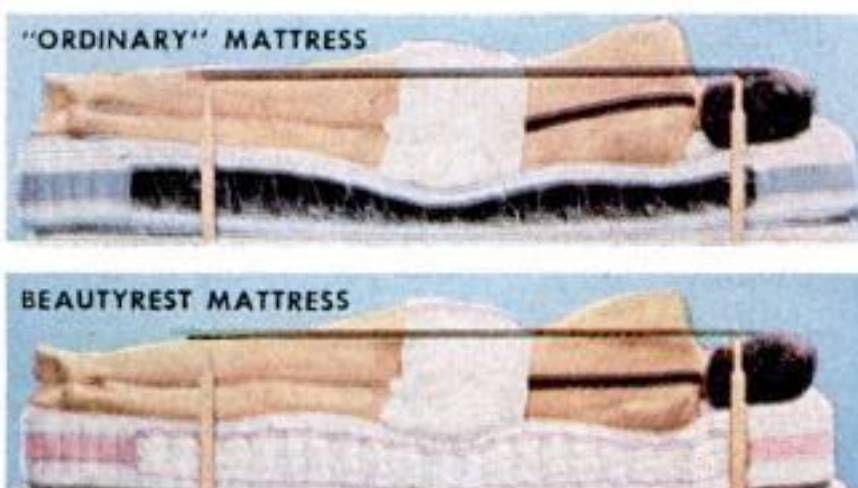
both sleep on Beautyrest

The heiress buys Beautyrest* because it's the best mattress, *regardless of price*. The shopper buys Beautyrest because it gives the most comfort, and it's the most economical mattress to own. (The ten-year guarantee brings the price of \$69.50 down to less than 2¢ a night!) You just can't beat *that* bargain!



What's different about Beautyrest? In other mattresses, springs are wired together. Press down on one spring, and near-by springs go down with it

—causing a hollow. Not so on Beautyrest. Each of 837 coils is independent—not tied together. Proof: glass won't tip even when near-by spring is pushed down. *Can't sag!*



Beautyrest makes you more comfortable. Note top picture: black tape is pasted along the spine of the girl on the "ordinary" mattress, with wired-together springs. Tape curves, proving spine is in uncomfortable, "hammocky" position. Now, note the bottom picture: black tape is pasted along the spine of the same girl on Beautyrest. Tape is

level, proving the girl rests in level comfort.

10-year guarantee. The Simmons Company guarantees Beautyrest for ten years against any structural defect. Many people enjoy their Beautyrest mattresses for 15 and 20 years and longer!

Outlives other mattresses. In "Torture Tests" at the U. S. Testing Co., Beautyrest lasts two, three, and four times longer than other mattresses.

Choose the Normal-Firm model or the new Extra-Firm model. \$69.50 each. Matching box spring also \$69.50. King-size Beautyrest, 80" long, \$79.50.

Only Simmons makes
Beautyrest

*Trade-mark Reg. U. S. Patent Office. Copr. 1953 by Simmons Co., Mdse. Mart, Chicago, Ill.

Preferred by Leaders in Service!

These World-Famous Parts and Accessories by GENERAL MOTORS

You're looking at world-leading parts and accessories for passenger cars, trucks, buses and tractors!

Yes, here are the famous parts and accessories by General Motors that help keep millions of vehicles rolling throughout the nation. Here are names that have been famous since the earliest days of the automobile industry... names that represent unrivaled knowledge and experience in the design and manu-

facture of parts and accessories. Leaders in service everywhere know and prefer these high quality products. They know how long and how well they operate. And they know, too, that these same products are used as *original equipment* by many of America's leading vehicle manufacturers—certain proof of their outstanding quality. So be sure that you, too, get the best. See that you get these same smooth-working, long-lasting parts and accessories—the world's finest!



Guide Lamps

Outgrowth of an operation begun in 1906, Guide pioneered in the manufacture of automobile lamps... has contributed many automotive lighting improvements. Guide produces lamps and accessories for the majority of America's cars, trucks, buses and tractors.



DELCO Shock Absorbers

Forerunner of today's highly developed Delco shock absorber was the *original* hydraulic shock absorber, introduced by Ralph M. Lovejoy in 1925. In 1927, the Lovejoy firm became a part of Delco Products Division. For riding comfort and durability, it's Delco shock absorbers!



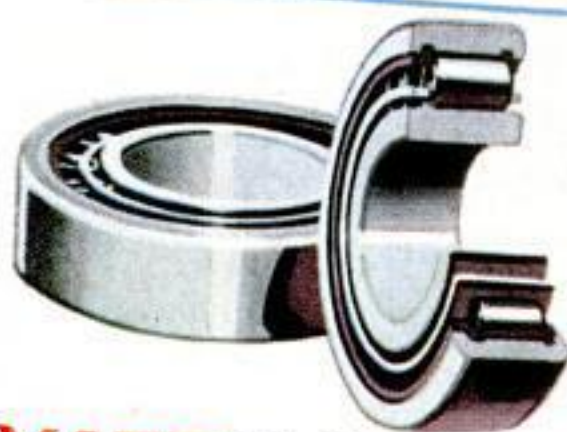
DELCO Batteries

First produced in 1928, Delco batteries are the No. 1 batteries—preferred by car and truck owners, vehicle manufacturers and engineers! Delco builds both 6- and 12-volt units. Complete line includes batteries of all sizes, types and capacities for all vehicles.



DELCO Brake Parts and Fluid

Rated first for quality and efficiency by service leaders, Delco Brake products include brake fluid, repair kits and lined brake shoes. Delco Super 11 heavy-duty fluid is universally preferred because of its high resistance to heat developed under severe operating conditions.



HYATT Roller Bearings

Universally recognized as *the* roller bearings for cars, buses, tractors, trucks and off-the-road vehicles, Hyatt bearings carry heavy loads at high speeds with less wear, longer life and greater efficiency. Specified for original equipment in millions of vehicles!



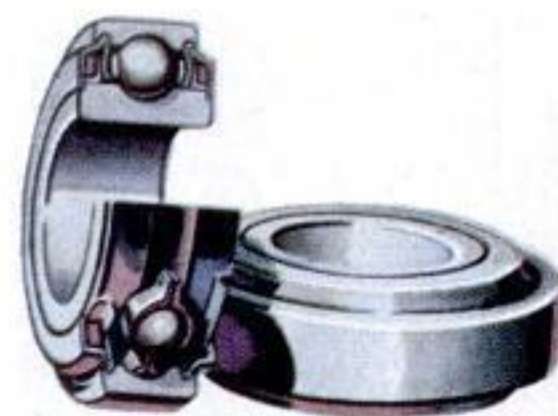
Saginaw Jacks

There's no jack like Saginaw's Recirculating-Ball bumper jack! Ball bearings rolling between the screw threads provide almost friction-free operation, raise the heaviest cars with ease! Won't slip or spin when the car is lowered.



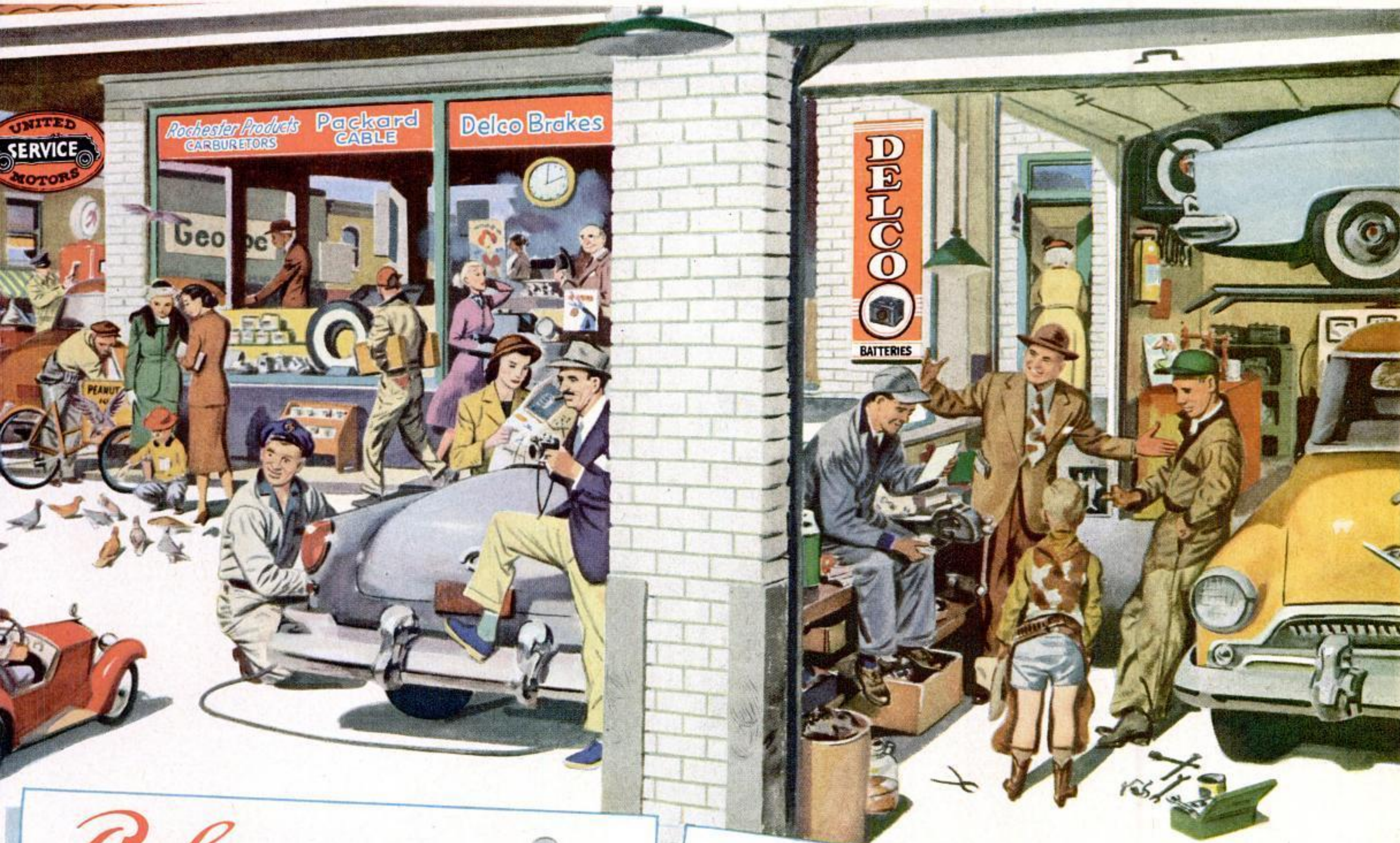
MORaine Engine Bearings

The most modern and advanced bearing in the industry. The famous Moraine type 100 was especially developed for use on modern high compression engines. Leading servicemen everywhere use Moraine bearings in overhauling car and truck engines.



NEW DEPARTURE Ball Bearings

First in the ball bearing industry, New Departure manufactures some 18,000 different sizes and types to meet the requirements of countless applications. Preferred by service leaders for use in passenger cars, trucks, buses and tractors. Replace with New Departure!



Packard Cable Products

Pioneer "wiring" for automobiles, Packard ignition, lighting and battery cable is today original equipment on more cars, trucks and buses than cable of any other make. Complete line includes new T.V.R.S. suppressor cable that completely eliminates ignition interference with television, car radio and car telephone reception.



INLITE Brake Linings

For smooth, quick, dependable performance, service leaders choose Inlite, the one-quality, top-quality brake lining! Inlite matched sets are compounded for the exact required friction on each brake of each vehicle. Original equipment on many fine cars and trucks!



HARRISON Thermostats

America's top thermostat for cars, trucks and buses, the Harrison thermostat effectively controls engine temperature all year around—helps maintain operating economy! First in use and demand . . . available everywhere. Dependable is the word for Harrison!

Other UNITED MOTORS AUTOMOTIVE LINES...

HARRISON RADIATORS

KLAXON HORNS

DELCO CLOCKS

AC GAUGES, SPEEDOMETERS

MORaine GASOLINE FILTERS

DELCO ELECTRONIC PARTS

ROCHESTER CIGAR LIGHTERS

DELCO AUTOMOTIVE MOTORS

Available through Automotive Wholesalers and Dealers Everywhere



GENERAL MOTORS PRODUCTS



UNITED MOTORS LINES



Delco-Remy Starting, Lighting, Ignition

For more than 30 years, the leading producer of automotive electrical equipment! Delco-Remy products include generators, regulators, contact sets, coils, armatures, distributors, condensers and many other units and parts for all types of vehicles. Available throughout America!



ROCHESTER Carburetors

Rochester supplies original-equipment carburetors for Chevrolet starting with 1950, Oldsmobile from 1949, and Cadillac from 1951. Rochester also supplies replacement carburetors for Chevrolets from 1932. You can depend on a Rochester for better performance.



Pier Angeli
co-starring in
THE STORY of THREE LOVES
An M-G-M Picture
Color by Technicolor

YES, PIER ANGELI uses Lustre-Creme Shampoo. In fact, in less than two years, Lustre-Creme has become the shampoo of the majority of top Hollywood stars! When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be *your* choice above all others, too?

For the Most Beautiful Hair in the World 4 out of 5 Top Hollywood Stars use Lustre-Creme Shampoo



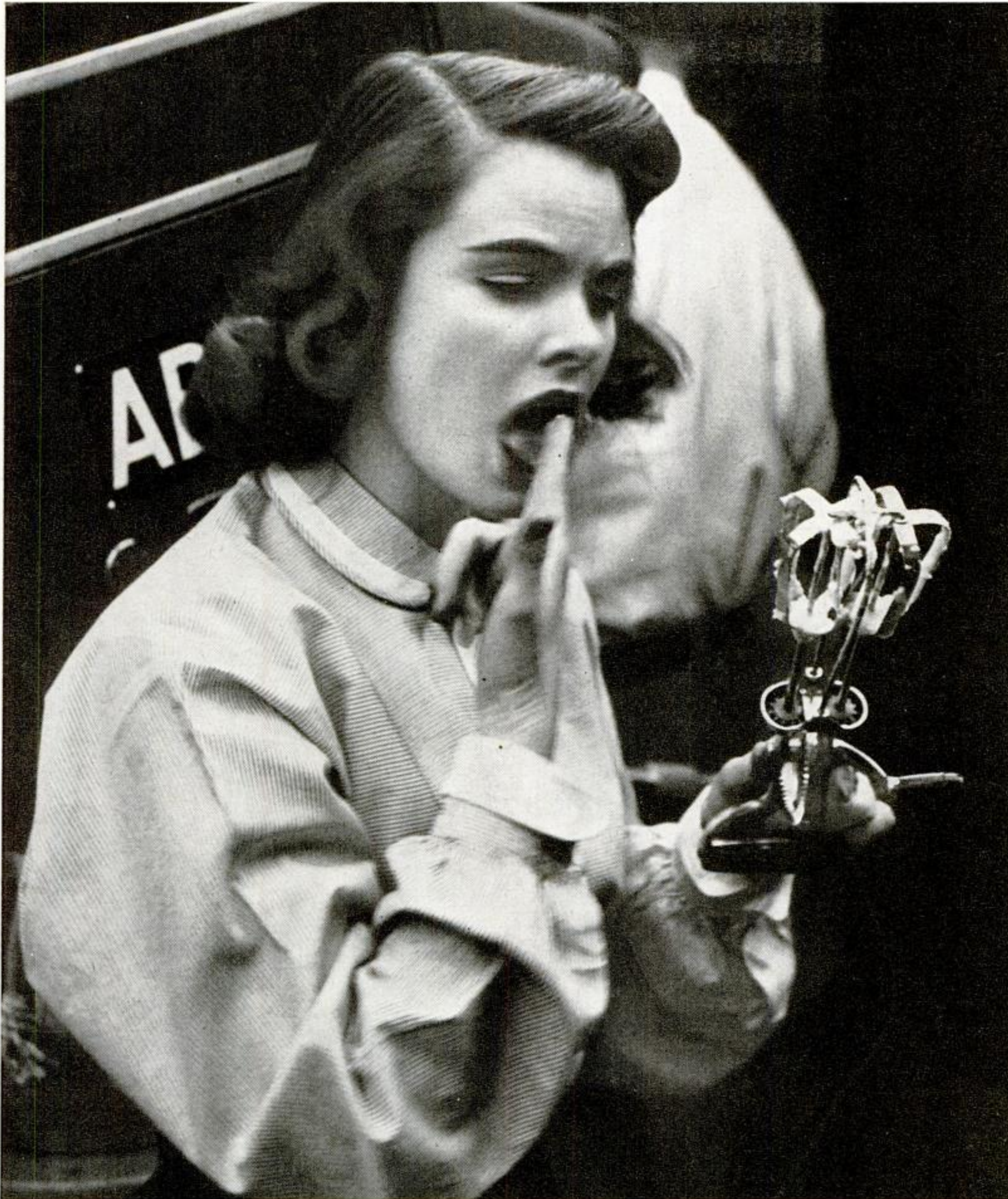
Glamour-made-easy! Never was hair care easier or more rewarding. Even in the hardest water, Lustre-Creme Shampoo foams into lavish, deep-cleansing lather that actually "shines" as it cleans . . . leaves your hair soft and fragrant, gleaming-bright.

Will not dry hair! Wonderful Lustre-Creme doesn't dry or dull your hair—even if you want to shampoo every day! Lustre-Creme is blessed with *Natural Lanolin* to make up for loss of protective oils . . . bring out glorious sheen and sparkling highlights in your hair.

Makes hair eager to curl! Now you can "do things" with your hair—right after you wash it! Lustre-Creme Shampoo helps make hair a joy to manage. Even flyaway locks respond to the lightest touch of brush or comb. And this, without any special after-rinses!



Fabulous Lustre-Creme costs no more than other shampoos—27¢ to \$2 in jars or tubes.



YIELDING TO TEMPTATION, PEGGY SAMPLES FROSTING LEFT OVER FROM A FOOD SHOW COCONUT CAKE MIXING

THE STATION-BREAK GIRL

Peggy O'Hara spices up TV announcements by reciting them attractively



Last fall, to relieve the monotony of program announcements shown on cardboard flaps and accompanied by off-stage voices, station WABC-TV in New York began spicing up these plugs with a girl named Peggy O'Hara. As an experimental start they told Peggy, a 22-year-old model and chorus girl, to stand before the camera and chant, as attractively as possible, a station-break jingle ending, "Channel 7, Channel 7, Channel 7." She was so good that she got more complicated breaks to recite, like "Just two hours from now keep your dial right here neighbor, for mystery and adventure with Inspector Mark Saber!"

By now Peggy has become a studio fixture, has been given longer announcements and even commercials to recite and has been asked to stay on indefinitely. Her only problem is to resist the innumerable sugary items (*above*), which by tradition fall to the cast and crew of food shows at which she performs.

GIVING A PLUG, Peggy tries to get an impression of enthusiasm over to the audience.

CONTINUED ON NEXT PAGE



ALL ALCOHOLIC BEVERAGES HAVE CALORIC ENERGY BUT

... Bacardi, world's largest selling rum, is low in calories. The famous Bacardi cocktail, for instance, contains only 88 calories.

No claim is made or implied that a drink should be substituted for food or that Bacardi will help you reduce. Everyone knows there is caloric energy in all alcoholic beverages.

Bacardi, though, contains less calories than you think.

You drink for pleasure, of course. And as you enjoy Bacardi, you'll get extra pleasure in the knowledge that Bacardi is *low* in calories.

Make this famous
LOW CALORIE
BACARDI COCKTAIL
in one easy minute.

1. Squeeze juice of half lime into shaker.
2. Half teaspoon of sugar and dash of grenadine.
3. Add 1 oz. of Bacardi, Silver Label.
4. Shake well with ice and serve.

Delightful—only 88 calories
Computations compiled from standard caloric tables.

BACARDI
Drink low calorie
BACARDI IMPORTS, INC.
595 MADISON AVENUE, N.Y. • RUM... 86 PROOF

TO SMOOTH THE WAY FOR THE New "Outer-Look"... the New FORMFIT "Under-Look"

The new "Outer-Look" is a slim, fluid line—with rounded bust blending into a controlled middle, and ending in longer, smoother hips. To give you the correct "Under-Look" for this new line . . . and your freedom and comfort, too . . . count on Formfit's Life Bra and Life Girdle. Sheer bliss, the incredibly gentle way these glamorous creations make the most of your charms! So many styles, fabrics, elastics to choose from—all tailored with Formfit's matchless flair for flattering fit. At the nicer stores!

Life Bras from \$1.25

Life Girdles from \$7.50

THE FORMFIT COMPANY
CHICAGO, NEW YORK



Station-Break Girl CONTINUED



READY TO GO ON, Peggy stands on set of an ABC food show and waits to go on camera, then advises viewers not to miss the Rootie Kazootie show.



CARRYING CUE CARD for a clothing commercial which she will deliver presently, Peggy talks to a foundling who appeared on the Nancy Craig show.



WASHING A BLOUSE is a nightly ritual because for first two months she had only one blouse and network insisted she wear no other. She now has six.



For a Sweetheart of a Figure

MORE WOMEN WEAR FORMFIT THAN ANY OTHER MAKE



... follow the sun—
and the open road...
in color-drenched cottons that do the most
wonderful things for your tan!... Ship'n Shore blouses
pack light, travel well—and keeping them
laundry-fresh is easy as a dip in the pool!
Upper left, 3.50... the others, 2.98

get out...and get into a

Ship'n Shore®

blouse



Ship'n Shore

Combed cotton broadcloths and woven ginghams in exclusive patterns. A few Ship'n Shore's are a whole washable wardrobe... Children's styles \$1.98, \$2.50

*You like it...
it likes you!*

**THE
ALL-FAMILY
DRINK!**



Copyright 1953 by The Seven-Up Company

Get a family supply of 24 bottles. Buy 7-Up by the case. Or get the handy 7-Up Family Pack. Easy-lift center handle, easy to store. Buy 7-Up wherever you see those bright 7-Up signs.



"Fresh up" with Seven-Up!

Pint-size players can have big-league thirsts, and these little sand-lot "sultans of swat" really know what's good for 'em—and good to 'em! Yes, sparkling, crystal-clear 7-Up is so pure, so good, so wholesome that old folks, young folks, folks of all ages can "fresh up" often.



ORDEAL shows graphically in this self-portrait Dr. Bombard took in mid-Atlantic after weeks at sea with no food but what he had caught from the raft. On the voyage he carried two cameras donated by LIFE.



ON A RAFT WITH FOOD ONLY FROM THE SEA

A DOCTOR MAKES A GRUELING VOYAGE ALONE TO TEST A THEORY AND RECORDS IT IN PICTURES

Alain Bombard was a rotund, cheerful, 27-year-old French doctor with a fantastic theory—that man could live for a long period on the sea alone. He set out to test this theory and wound up as a gaunt figure with the look of the Ancient Mariner. But Dr. Bombard's theory was proved. This is how he proved it.

After six months of experimenting with the nutritive qualities of plankton and the flesh and juices of fresh fish—"the foodstuffs offered by the sea," as he called them—Dr. Bom-

bard acquired a rubber raft and stocked it with equipment including fishing tackle, bags to catch rain water, and navigating instruments. Accompanied by an amateur sailor named Jack Palmer, Dr. Bombard had his raft towed into the Mediterranean. His destination: out to the Atlantic and across the ocean to the West Indies. During the entire voyage he intended to eat only fish, use their juices and rain water and a little sea water to provide the necessary liquids. Stowed away in the raft were

containers of emergency rations, but they were sealed by the Monaco customs officials. If the containers reached port with the seals broken, the expedition would be a failure.

It was 4,000 watery, storm-tossed miles later that the rubber raft came washing ashore on a sandy beach at Barbados, in the West Indies. Here, with Dr. Bombard's own pictures, explained in an interview with LIFE, is the adventurous, emotion-filled story of what started out to be a coldly serious scientific experiment.

FIFTY-THREE DAYS OUT, WITH 600 MILES TO GO, BOMBARD'S RAFT FLOATS IN A GLASSY CALM AS IT IS PHOTOGRAPHED FROM DECK OF A PASSING STEAMER



CONTINUED ON NEXT PAGE

TRAPPED

The dangerous and wily Bengal Tiger—popular attraction in zoos and circuses—is often caught in traps like this. Ingeniously constructed, these traps protect the hunter without harming the tiger.

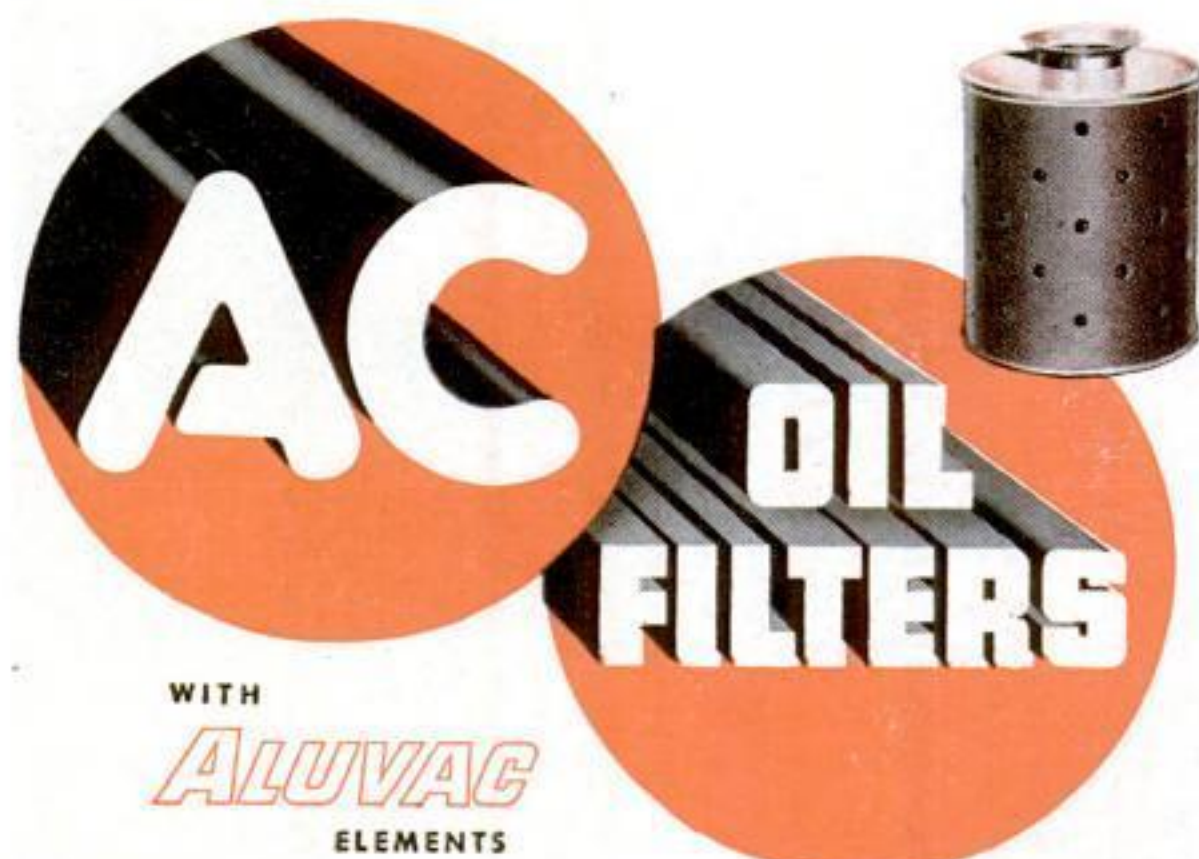


AC Aluvac Is The Best Trap for Dangerous Engine Oil Dirt

Another trap—just as ingenious—just as efficient—is your AC Aluvac Oil Filter Element—trapper of dangerous dirt, sludge and other impurities in your car's engine oil.

- AC ALUVAC keeps oil clean . . . removes particles as small as 1/100,000 of an inch.
- AC ALUVAC has greater filtering area . . . ten times greater than ordinary elements.
- AC ALUVAC has no harmful chemicals . . . won't remove detergents in heavy-duty oils.
- AC ALUVAC is durable . . . resists the action of harmful acids, gasoline or water.

Be sure to have your filter element changed every 5,000 miles. Be sure it's AC Aluvac—the element that pays for itself by retarding engine wear and reducing oil and gas consumption.



Protecting More New Car Engines Than Any Other Brand

AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION

On a Raft CONTINUED



GOODBY was said by Dr. Bombard and his wife Ginette at quayside in Monaco harbor.

'STARVING, THIRSTY HELL'

Off Monaco, on the French Riviera, dark clouds and white-winged sea birds were scudding before a strong wind. But the sky was clearing and it was a good wind, an east wind, that should take Dr. Bombard and Jack Palmer to the end of their first leg, Gibraltar. It was May 25, 1952, and the rubber raft wallowed in the wake of a U.S. Navy whaleboat that was towing it to sea. The final, chaotic preparations had been completed. Like the plans, the Bombard theory now lay astern. Before them, in the Mediterranean, lay the test.

And, in this first leg, it failed. It was, said Bombard, "a starving, thirsty hell. The winds and currents drove us in circles for days. The voyage proved nothing." The most important reason was simply that there were not enough fish in the Mediterranean. Like two dying castaways the men bobbed into port on the island of Minorca. These 18 days were enough to convince Palmer that going on would be suicide. He decided to quit and they parted amicably. Bombard's reaction was, "I knew now that the Atlantic was the only real test for my theory."

After many delays he set out from Casablanca on his raft, sailed along the African coast and to the Canary Islands. On Oct. 19, in Las Palmas harbor, fishing boats lined up to say goodbye as Dr. Bombard was towed into the Atlantic. "It was," he says, "a moment of deep emotion."



"L'HERETIQUE" was name Bombard gave to his 15-foot raft. It carried a slender mast and small sail. The equipment was stowed under a tarpaulin forward. Wheels on the sides could be let down to roll the raft on the beach.

CONTINUED ON PAGE 119




A new Parker "51" Pen graduates in 8 hours!

The average college graduate spends about twenty thousand hours in school to complete an education. By way of contrast, it takes a New Parker "51" Pen only 8 hours to complete its "education". And here is how this unusual "graduation" takes place.

To start with, there is the "51" Pen you give to reward your graduate—a beautiful, smooth-writing pen, designed and made like none other.

But a very few hours after you've given it, the "51" is far more: it has become a pen that has actually "learned" and can remember every twist, turn, and curve of its new owner's hand.

How does this remarkable change take place?

You'll notice at the very tip of the 51's gold nib there is a tiny pellet, no larger than this tiny dot . It is made of two rare and costly metals, Ruthenium

and Platinum, which Parker has combined by an exclusive process into one metal called Plathanium. This all-precious-metal Plathanium point is what you give with a Parker "51" and only with a Parker "51".

So uniquely sensitive is this Plathanium tip that after about 8 hours of use, it adjusts precisely to each person's own style of writing. If you give it to your son (or daughter) for instance, it will "wear in" to the way he holds a pen, the way he slants his letters and the pressure he uses. And then stay that way, for decades and decades.

The result is an ease of writing and speed found in no other pen—a pen that becomes the most completely personal and practical of gifts.

You give many other unique features with this pen that are the delight of every "51" owner. Distinctive

beauty. Clean, easy filling. A Pli-glass ink reservoir that holds nine continuous hours of effortless writing. Together they make the new Parker "51" the world's most-wanted pen, and the most satisfying gift you can choose for your graduate.



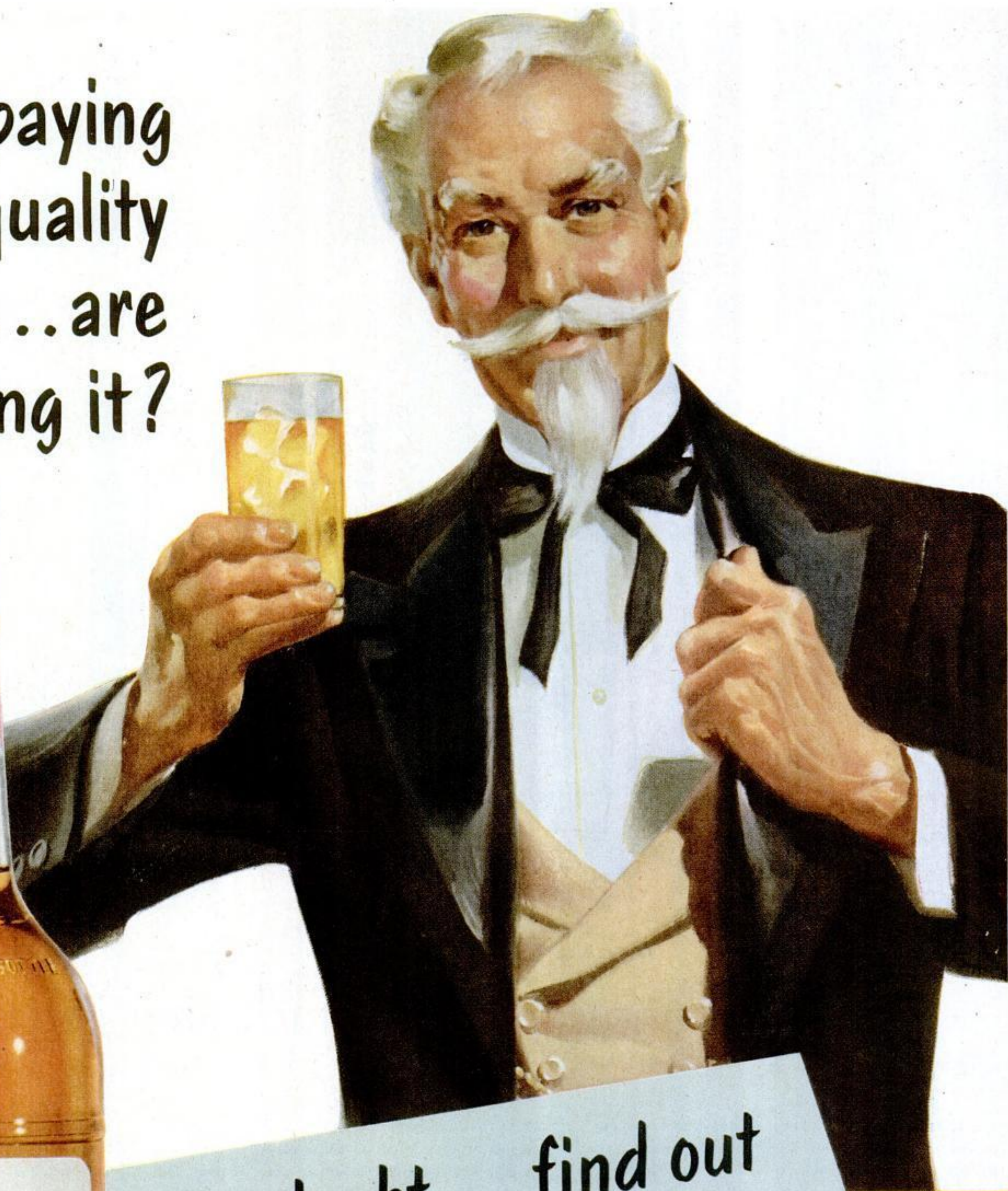
See the newest Parker writing instruments now at your dealer's. "51" Pen with matching Pencil in gift box, \$18.25 up. "51" Pens \$12.50 up. Lustraloy or gold-filled caps. Slim regular or extra-slim, shorter demi-size. "21" Pens from \$5.00. The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.

Copyright 1953 by The Parker Pen Company

Give your graduate the world's most-wanted pen . . . Parker "51"



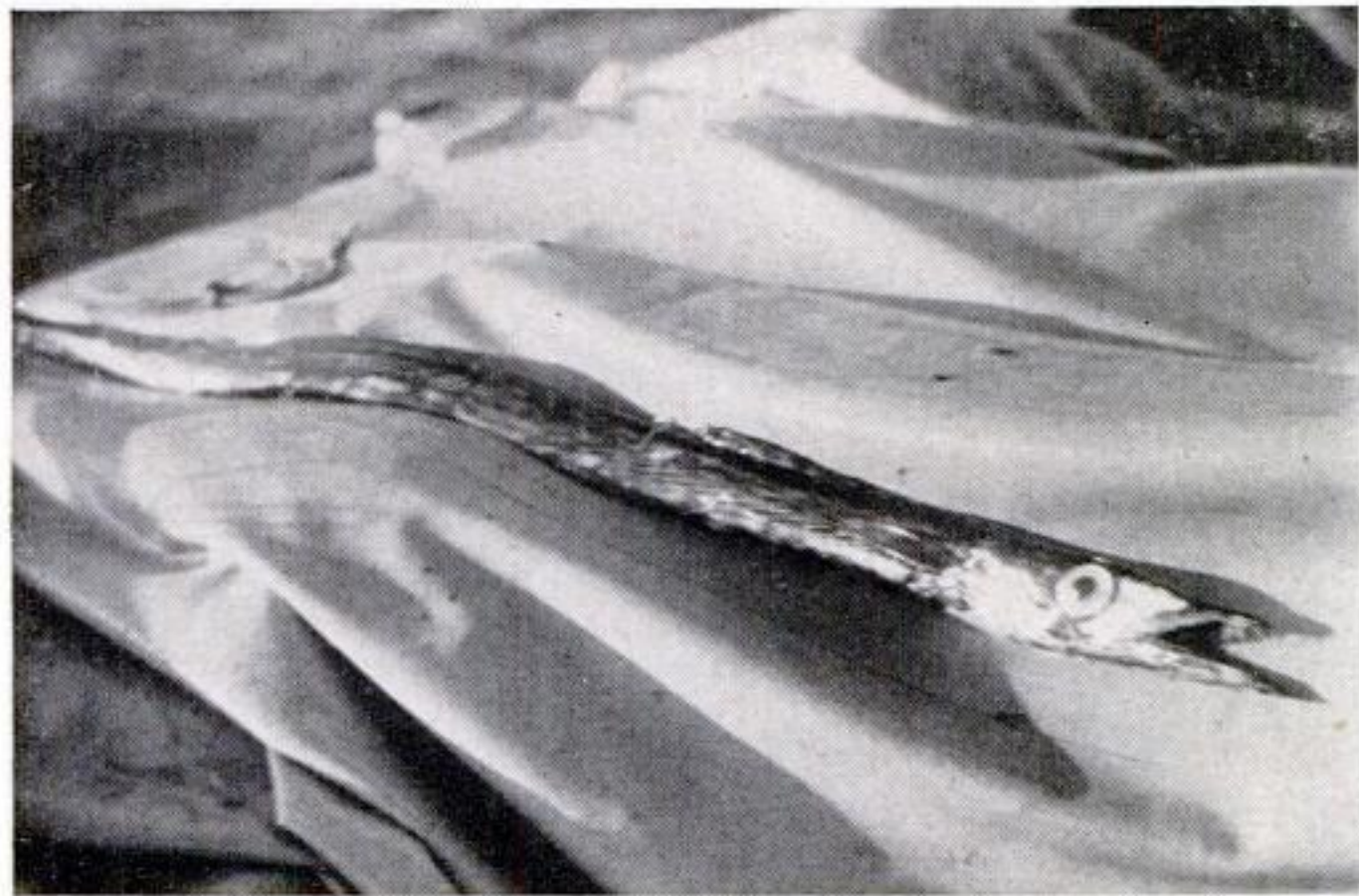
If you're paying
for top quality
whiskey...are
you getting it?



if in doubt ... find out
try **GLENMORE**
KENTUCKY STRAIGHT BOURBON

Are your highballs as rich and tasty as they should be? If there's any question, try Glenmore and find out what flavorful Kentucky quality means to a drink. Glenmore is completely satisfying in all respects, with a uniformity that has been a tradition for over three generations. Pour Glenmore and get more—more pleasure from your drinks, more compliments from your friends. Available in 86 or 90 Proof.

GLENMORE DISTILLERIES COMPANY, LOUISVILLE, KY.



FOOD FROM OCEAN came in form of fish like this snake mackerel. It was difficult at first for Bombard to overcome nausea brought on by eating fish raw.

'TERROR OF THE OPEN SEA'

The first few days at sea went well. "There were plenty of fish," Dr. Bombard said. "Little flying fish struck against my sail and fell in the raft." He varied his diet with plankton, minute sea organisms he caught with fine nets. "It tasted like lobster," he reported, "at times like shrimp, at times like some vegetable. For 23 days I had no rainwater, but fish juices served the purpose. I had no trouble with real thirst, but I suffered from a longing to feel quantities of liquids passing down my throat. I dreamed of beer." At first he used a fish press, but he discovered that squeezing fish in a cloth served just as well, so he threw the press away. "After all," he said, "what cast-away would have a press on board?"



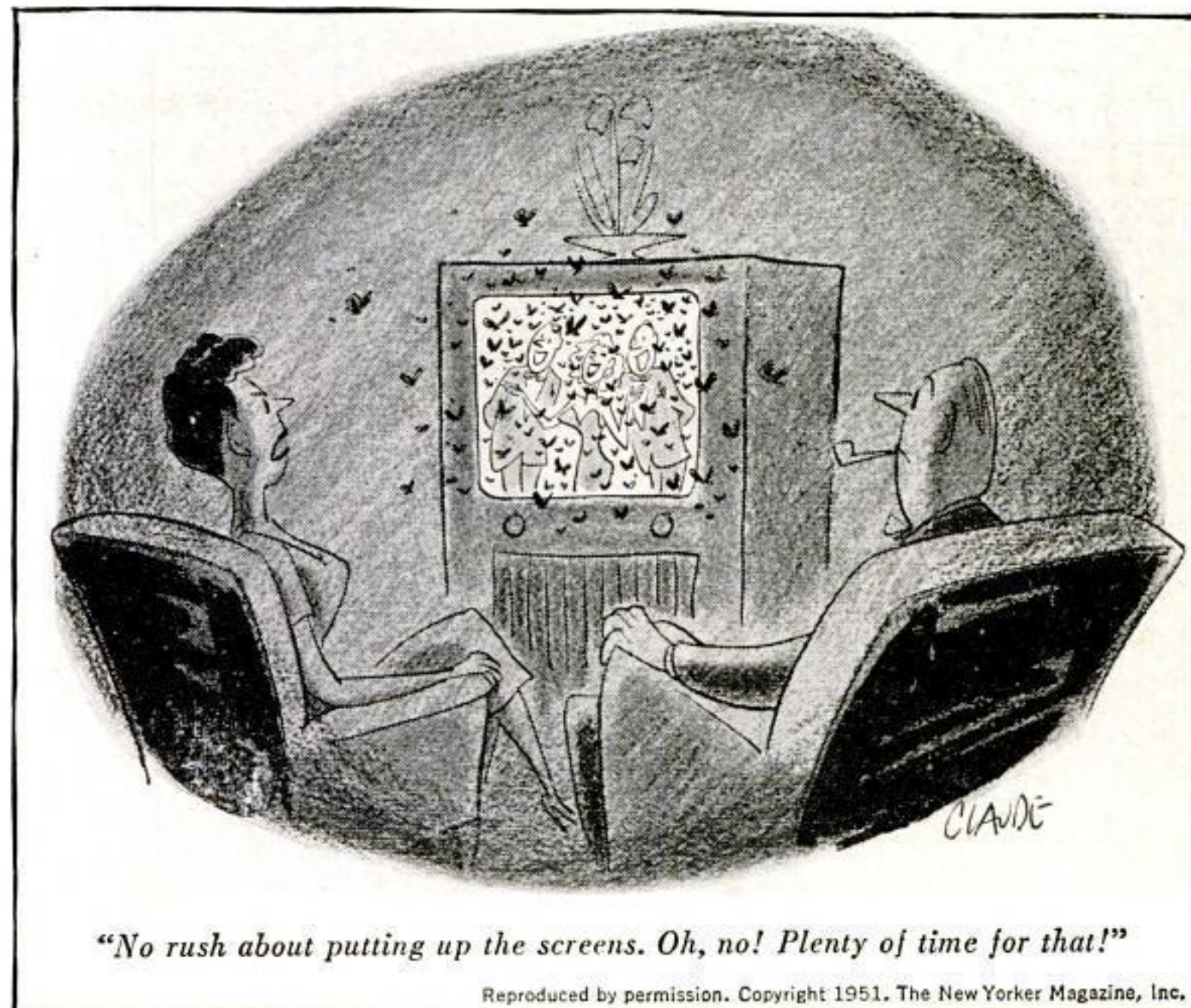
FOR GOOD LUCK he carried this doll, a bon voyage present.

But by now he was making the discovery of all sailors: to conquer the sea a man must first conquer himself. He was almost overwhelmed by the "terror of the open sea"—there was "no sound of fellow human beings or the familiar noises of the land. Only the rushing of the wind, the watery hiss of the breaking waves, the nervous flutter of the sail. And the face of a shark (*below*), following you patiently, relentlessly—sometimes rubbing his sandpaper back under the raft." Fighting this battle with his morale, Bombard won it by employing such insignificant devices as carrying on a conversation with the doll (*left*) a friend had given him, following a rigid and unnecessary inspection routine every day, and even keeping a log.



DANGER FROM OCEAN came from swordfish and sharks (*above*), some of which followed him for a while, looking right up at him from a few feet away.

CONTINUED ON NEXT PAGE



"No rush about putting up the screens. Oh, no! Plenty of time for that!"

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Take all the bugs out of your window screen problems!

New! Different! Better! Protect perfectly!
Duralls go up or down in seconds!
Never need paint!

Save Time! Duralls snap into place from inside your window! No struggling with ladders. Just press two easy clamps. Durall grips window-frame with tight bug-defying seal.

Save Trouble! Duralls make window washing a snap! Just release two clamps, Durall hangs loose as a shade. Easy to wash even highest outside panes or water your flower boxes.

Save Space! Duralls simply unsnap, roll up, slip into handy cartons, store in drawer or closet! No lugging cumbersome, old-fashioned screens. Just a slim, lightweight roll of aluminum.

Save Work! Duralls never need painting! They're rugged, durable aluminum. Hold their shape. Never rust. Never stain your house. Outlast ordinary screens by years.

Save Money! Duralls do more, cost less than old-fashioned screens. And no upkeep cost! **Usually cheaper to buy new Duralls than repair old screens.**

Over 4,000,000 Duralls now giving complete satisfaction in every state in the Union. If your hardware or lumber dealer cannot supply you, write us for name of nearest Durall dealer. New York Wire Cloth Company, 63 Park Street, New Canaan, Conn.



Snap on from inside in seconds!



Roll up . . . store easily!

DURALL *Tension* SCREENS

West of the Rockies, ask for RYLOCK

REPLACEMENT OR A REFUND OF MONEY
 Guaranteed by
 Good Housekeeping
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DURALLS have Famous Aldura 'Multi-Strand' Reinforced, Flat-Edge Screening to insure grip seal... Patented by New York Wire Cloth Company



WINDS ITSELF AS YOU READ
YOUR PAPER...



...YET SHOCK WON'T STOP IT!

New! THE ROTOR

NEWEST, FINEST MOTION-WIND WATCH!

Now the skill of experienced hands creates the very last word in automatic watches—the new Rotor! Slim and trim, styled with a masculine splendor. Especially designed to withstand shock and keep time precisely.

The Rotor winds itself to the *right* tension with the slightest motion of your arm—never overwinds. Anti-magnetic, water- and *extra*-shock resistant (Incabloc mounting). 17 jewels; alligator strap.

A great value at \$71.50†. Other styles for sport and dress from \$49.50†. For free booklet on Seth Thomas* Watches, write Dept. L5, Thomaston, Conn.



Note this plus for active men! The Seth Thomas Rotor has an extra "shock" cushioning feature, a plus which ordinary automatics do not have. Its winding weight (A) has a full 360° circle swing—no limits to snap a pivot rod. And a special "slot" (B) gives delicate timekeeping parts increased protection for longer wear, greater accuracy.

THE NEWEST IN FINE WATCHES • BY THE OLDEST NAME IN TIME

SETH THOMAS

of Thomaston, Connecticut

Since 1813 America's Finest Timepieces

Division of General Time Corp.



*Reg. U. S. Pat. Off. †Includes Federal Tax. Prices subject to change without notice.

On a Raft CONTINUED



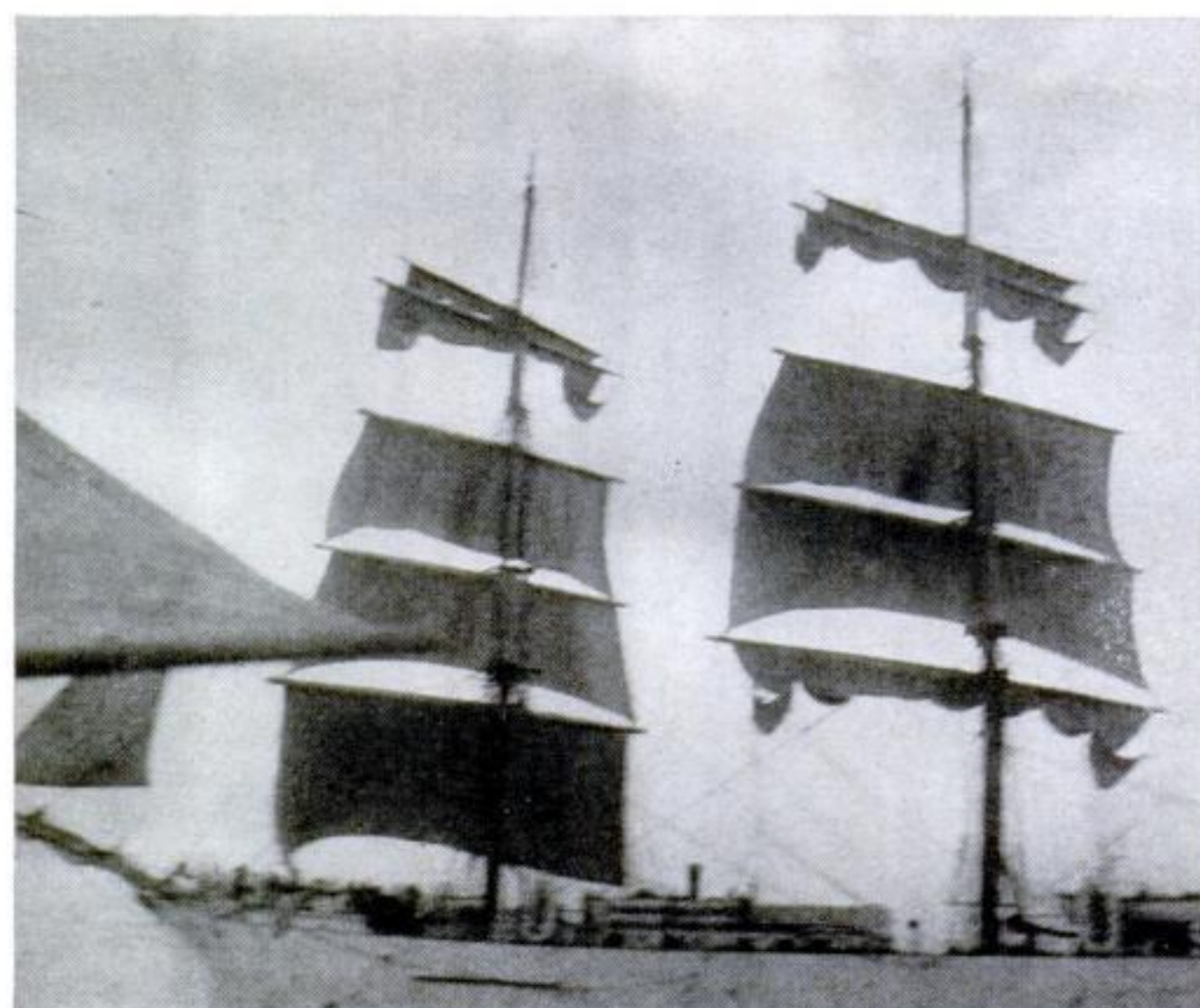
PASSING WHALE seemed to ignore raft. Bombard first saw this picture in negative, where whale shows white, and exclaimed, "Ah! Moby Dick!"

'S.O.S. S.O.S., ALAS!'

In his log Dr. Bombard catalogued the events of his long voyage—rough notes that brought the experience vividly back to him later. A storm smashed down on him at night after he had been out less than a week. "Great clifflike waves burst astern," he said, "washing me in ghostly foam and rushing past me on both sides. One minute I perched atop them like a surfboard; the next, I was in a hollow so deep I could barely feel the wind, and the world seemed bounded by marbled walls of water." The little rubber raft bounced through it. Then his sail tore. He had brought a spare, which he hoisted. It split too. He sewed the first one together. This time it held. "Ah, that was a good sail," he recalled, "a faithful sail. It never failed me again."

His worst experience came near the end of the voyage. For 18 days he was becalmed and his log became a record of anguish: "... no wind! I am stricken with a terrible diarrhea and bleeding hemorrhoids. I don't dare eat anymore. If this keeps up the boat will arrive but I will have died like a dog. The sun is as heavy as lead. Not a single cloud. I don't understand any more, I don't understand and I don't know where I am. . . . Why couldn't I have stopped at the Canaries. . . . I am going to write my last will and testament. . . . The sun is implacable. . . . I'm terribly fed up. . . . Still nothing in sight. . . . I am desperate—still I must hold out—but it is terrible—oh to be able to figure a longitude that is sure. S.O.S. S.O.S. alas. . . ."

But finally, after a seeming eternity, his luck changed. From a passing freighter, the *Arakaka*, he got his correct longitude. The winds came and he coasted west again. Then, just after midnight of Dec. 22, he peered through the darkness and saw a distant flashing light. It flashed again. And again. He had made his landfall. Six hours later, after more than two months on the open Atlantic, he stumbled ashore at Barbados. The raft's equipment was salt-encrusted, the sail bedraggled; but the seals on his emergency rations were still intact.



PASSING SHIP, a square-rigged training vessel, furls her royals as she glides by Bombard's raft. His camera also caught a bit of his own sail (left).

CONTINUED ON PAGE 122

MORE THAN 1,000,000 IN '52*

MORE ON THE WAY IN '53

**4
CYCLE**

BRIGGS & STRATTON

**GASOLINE
ENGINES**

*Even this *new* world production record couldn't satisfy the demand for Briggs & Stratton engines. Today, capacity has again been increased so you can insist on Briggs & Stratton engines on equipment you buy.

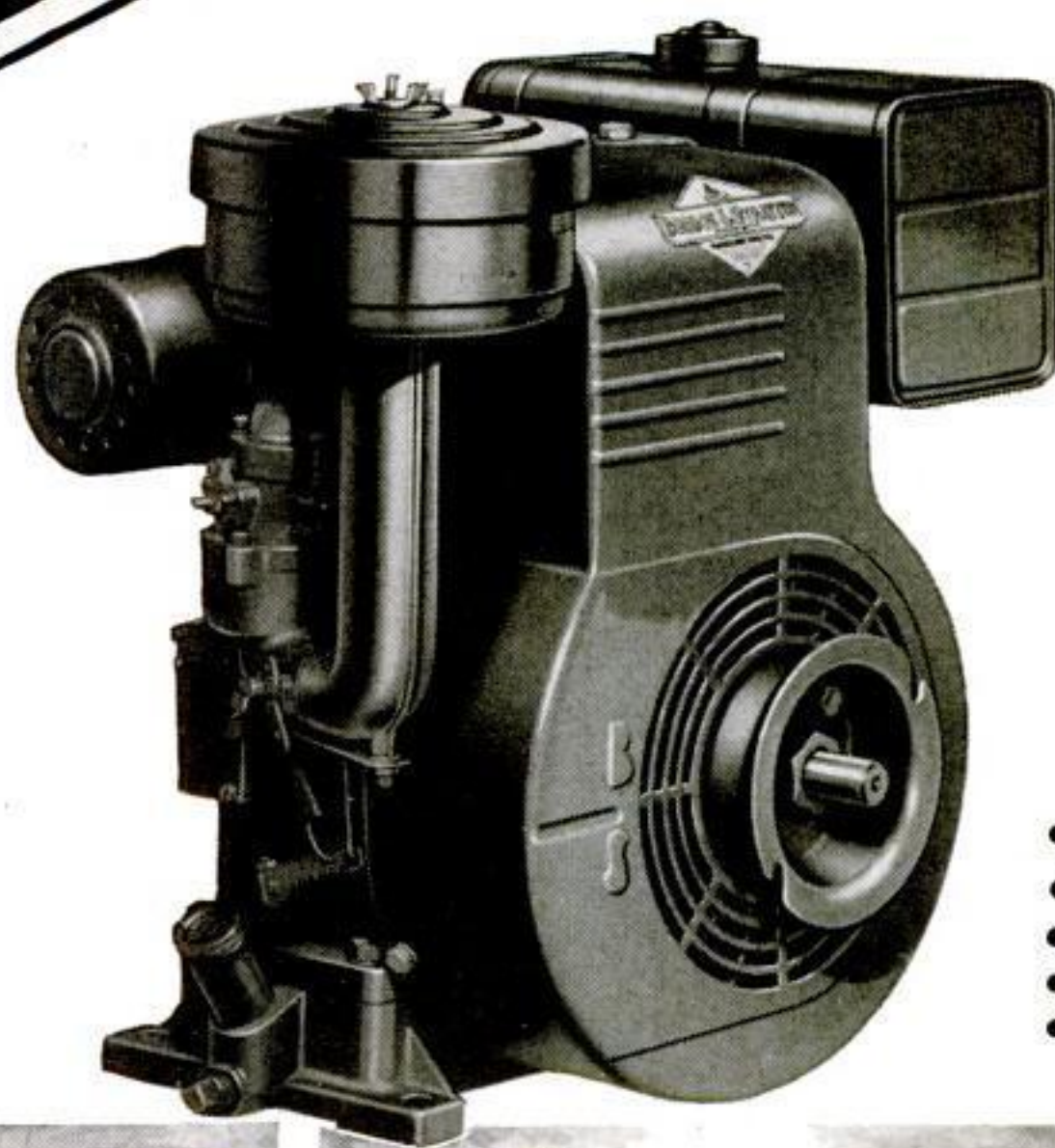
THIS trade-mark identifies the leading power value in its field — proved by overwhelming demand. Here's what works for you when you choose preferred Briggs & Stratton power:

- 1—*Thirty-three years of leadership in the small gasoline engine field.*
- 2—*The experience of building over 7,500,000 four-cycle, air-cooled engines.*
- 3—*Recognized faster-starting, trouble-free performance.*

And, wherever you are, you're never far from approved Briggs & Stratton service — factory supervised — original parts. Look for the Briggs & Stratton trade-mark whenever you buy products powered with small gasoline engines.

BRIGGS & STRATTON CORPORATION, MILWAUKEE 1, WISCONSIN

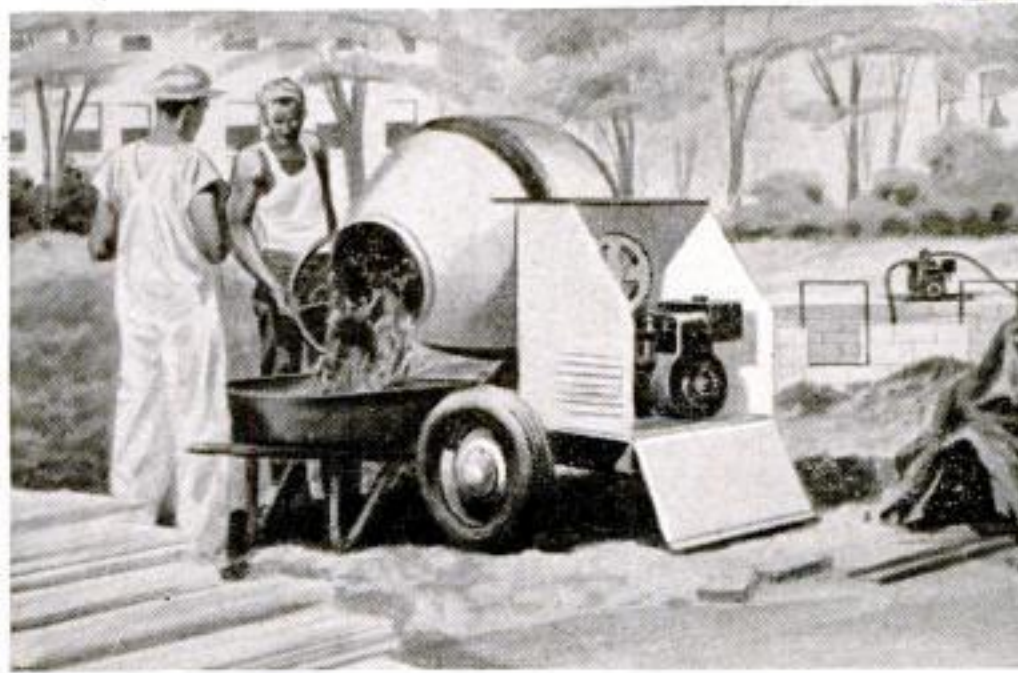
In the automotive field, too, Briggs & Stratton is the recognized leader and the world's largest producer of locks, keys and related equipment.



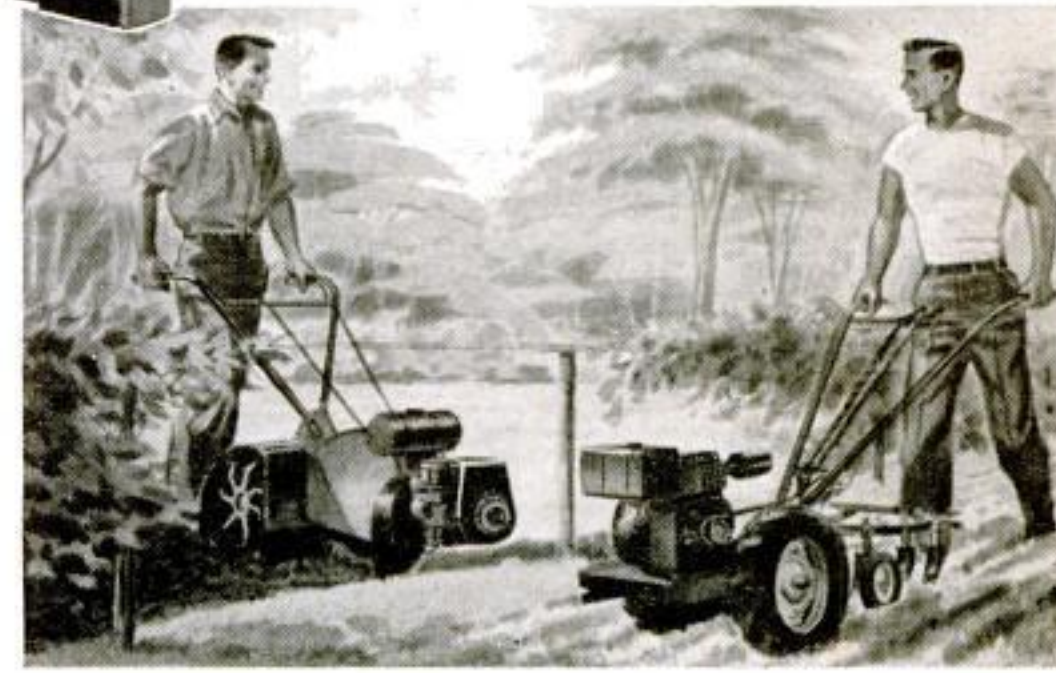
- 4-Cycle
- Air-Cooled
- Quick-Starting
- Dependable
- Economical



Preferred Power for power lawn mowers of all types. By far the great majority of power lawn mowers sold to date are powered by rugged, precision-built Briggs & Stratton four-cycle air-cooled engines.



Preferred Power on construction jobs, building projects, road building, railway maintenance, and for industry generally. On a wide variety of cost-saving equipment Briggs & Stratton engines are *first choice*.



Preferred Power on farms, for tillage tools, pumps, sprayers, saws, lighting plants, elevators, etc. Wherever dependable power is required, Briggs & Stratton engines are on the job — making the job easier.

Does Your Mattress do something **TO** You

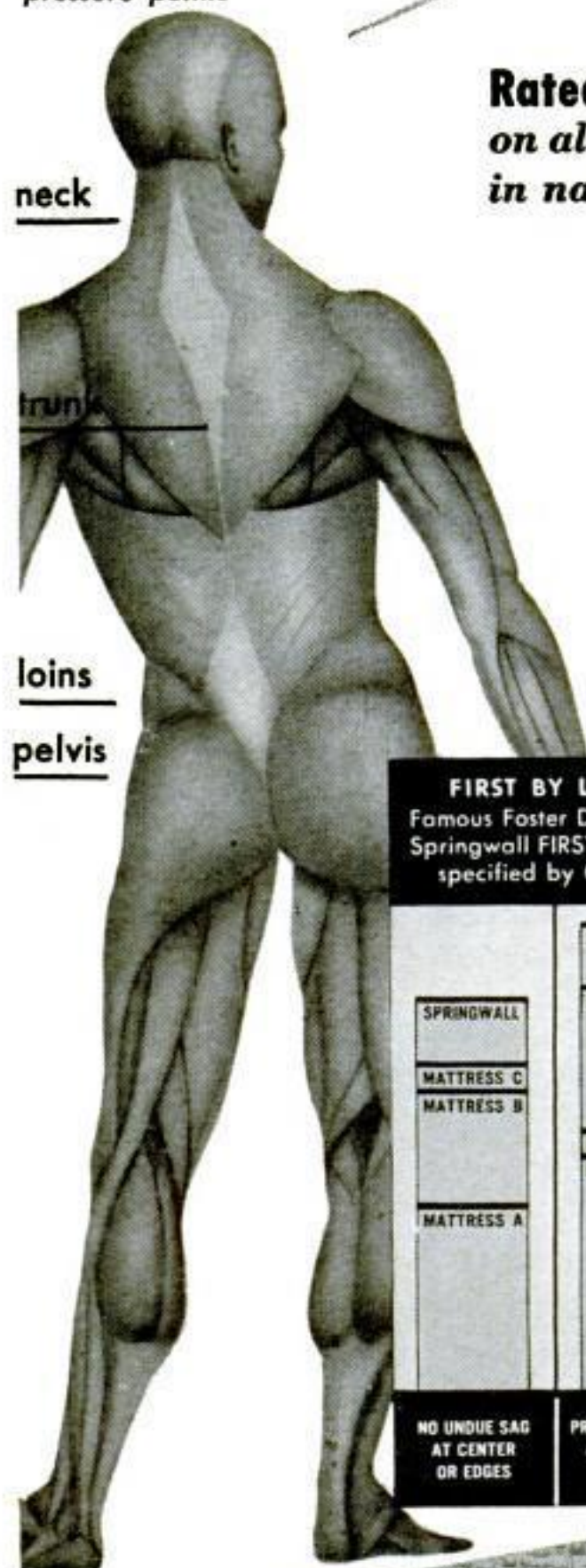


or **FOR** You



this *Spring* ... get a

TIRED MUSCLES REALLY REST ON SPRINGWALL — because it gives support at the 4 vital pressure points



Rated FIRST by Foster D. Snell Laboratories on all factors specified for ideal relaxing sleep in nation-wide survey of orthopedic specialists

Ask your doctor how often you normally shift in your sleep. 35 to 40 times, he'll tell you.

That's why edge-to-edge firmness is so important in a mattress. For if the edges let you down, they usually wake you up.

See those 12 "shock absorbers" along the sides of the Springwall mattress? They take you out of that "center rut." They give you for the first time the full, edge-to-edge width of the mattress to sleep on.

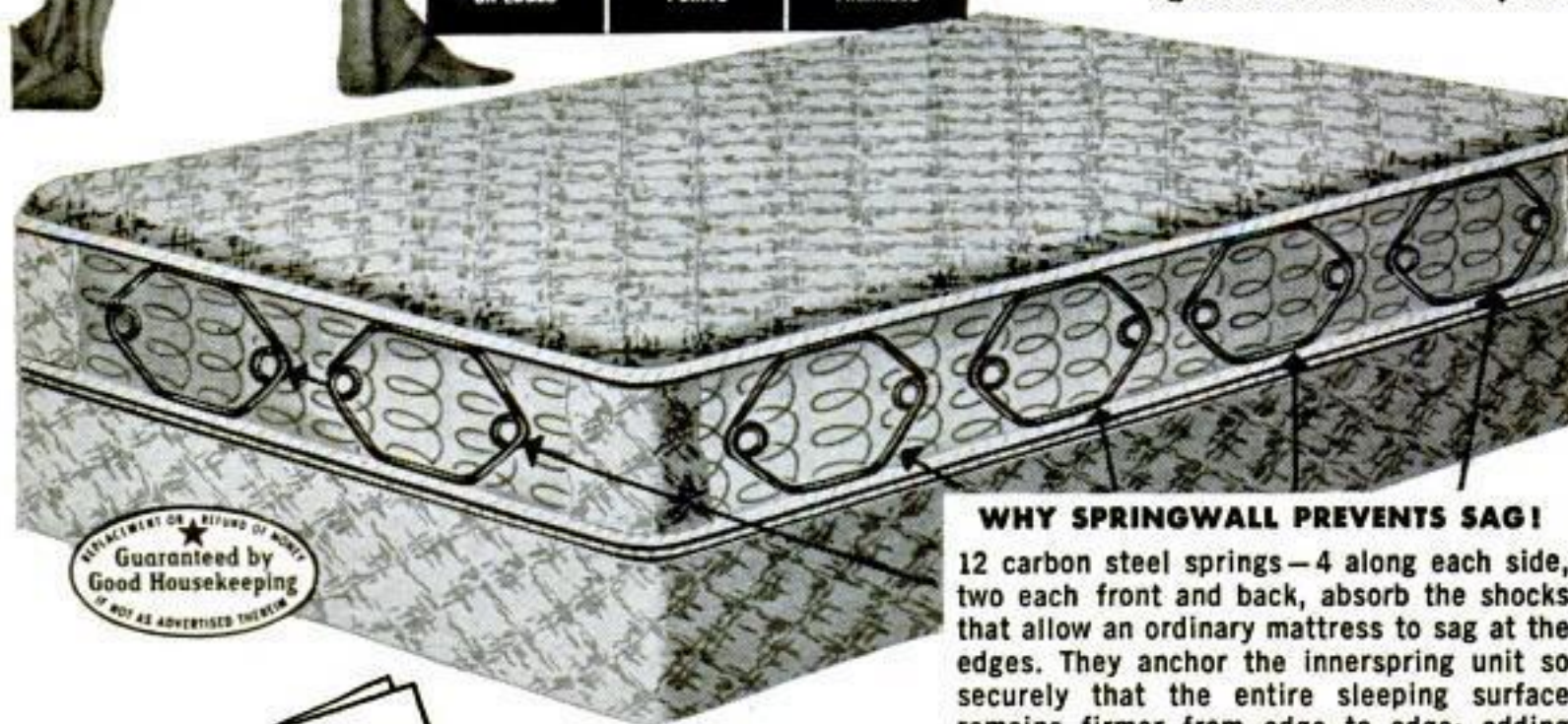
FIRST BY LABORATORY TEST
Famous Foster D. Snell Laboratories rate Springwall FIRST in all 3 primary factors specified by Orthopedic specialists

SPRINGWALL	SPRINGWALL	SPRINGWALL
MATTRESS C	MATTRESS C	MATTRESS A
MATTRESS B	MATTRESS B	MATTRESS C
MATTRESS A	MATTRESS A	MATTRESS B

NO UNIQUE SAG AT CENTER OR EDGES PROPER SUPPORT AT PRESSURE POINTS MAINTENANCE OF EDGE TO EDGE FIRMNESS

The famous Foster D. Snell laboratories tested 4 leading brands of mattresses . . . on all factors specified for ideal relaxing sleep . . . in a nation-wide survey of physicians and orthopedic specialists. Snell's written report certifies Springwall FIRST for ideal relaxing sleep. Get a Springwall today and enjoy edge-to-edge sleeping comfort for many years to come.

Guaranteed for 10 years against structural defect.



WHY SPRINGWALL PREVENTS SAG!
12 carbon steel springs—4 along each side, two each front and back, absorb the shocks that allow an ordinary mattress to sag at the edges. They anchor the innerspring unit so securely that the entire sleeping surface remains firmer from edge to edge; adding years of comfort and extra years of wear.

From \$49.50 at leading dealers. For free booklet, "What Does the Doctor Say?"—write the Springwall manufacturer nearest you, as listed below.

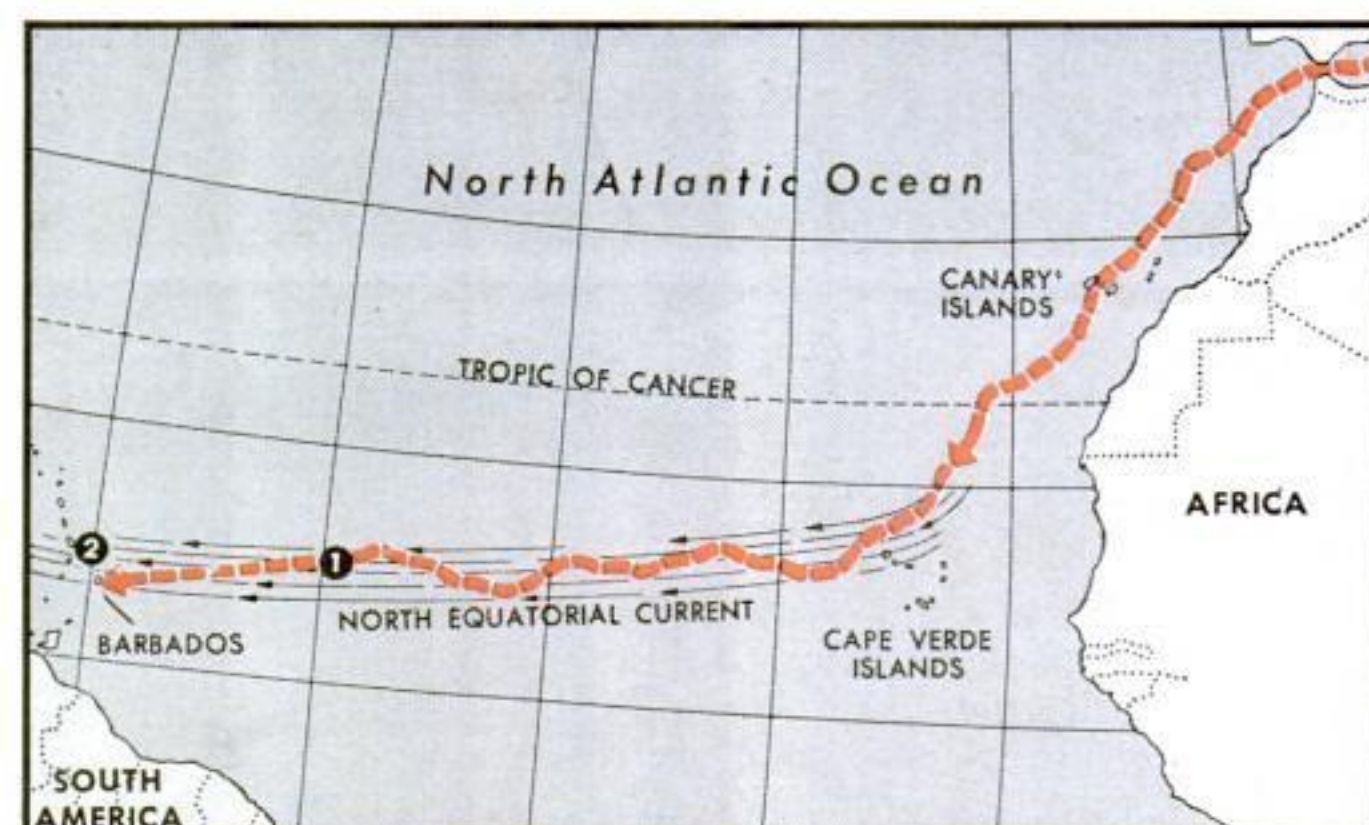
SPRINGWALL IS AN EXCLUSIVE DEVELOPMENT OF THESE FAMOUS BEDDING BRANDS

SOUTHERN SPRING BED COMPANY ATLANTA 1, GEORGIA	THE UNITED STATES BEDDING CO. ST. PAUL 14, MINNESOTA	HAGGARD & MARCUSSEN CO. CHICAGO 9, ILL.	ECLIPSE SLEEP PRODUCTS, INC. NEW YORK 16, NEW YORK

On a Raft CONTINUED



JOURNEY'S END for *L'Hérétique* was this Barbados beach. The raft went on exhibit to benefit a local charity and was then shipped back to France.



TRANSATLANTIC COURSE of raft (red line) followed ocean currents. But Bombard could not fix his longitude. Thinking he was already at the West Indies (No. 2 on map), he looked in vain for land. Finally a freighter gave him his actual position (No. 1), 800 miles east of where he thought he was.



AT EXPERIMENT'S END Bombard retraces his course with the simple navigating instruments he used on voyage. His return to France was by plane.

PRE-MEMORIAL DAY CLEAN-UP SALE



Going away for the week-end, or taking the family for an automobile ride? Spruce up your car—make it look like new with these Simoniz cleaning and polishing aids!

Look for these specials!



SIMONIZ LIQUID WHITESIDE TIRE CLEANER

New, easy-to-use—designed especially to help keep white-wall tires as white as snow. Contains no bleaches or ingredients injurious to rubber.

only
69¢
12 oz.

SIMONIZ E-Z-2 CHROME & METAL CLEANER

Quickly removes discoloration and rust from chrome trim. Non-abrasive. Also restores original beauty to nickel, copper, brass and other metals.



only
49¢
8 oz.



SIMONIZ TARGO TAR SOLVENT

Quickly cuts and removes tar and road oil that cement themselves to automobile finishes. TARGO is easy to apply. Harmless to your car finish.

only
69¢
8 oz.

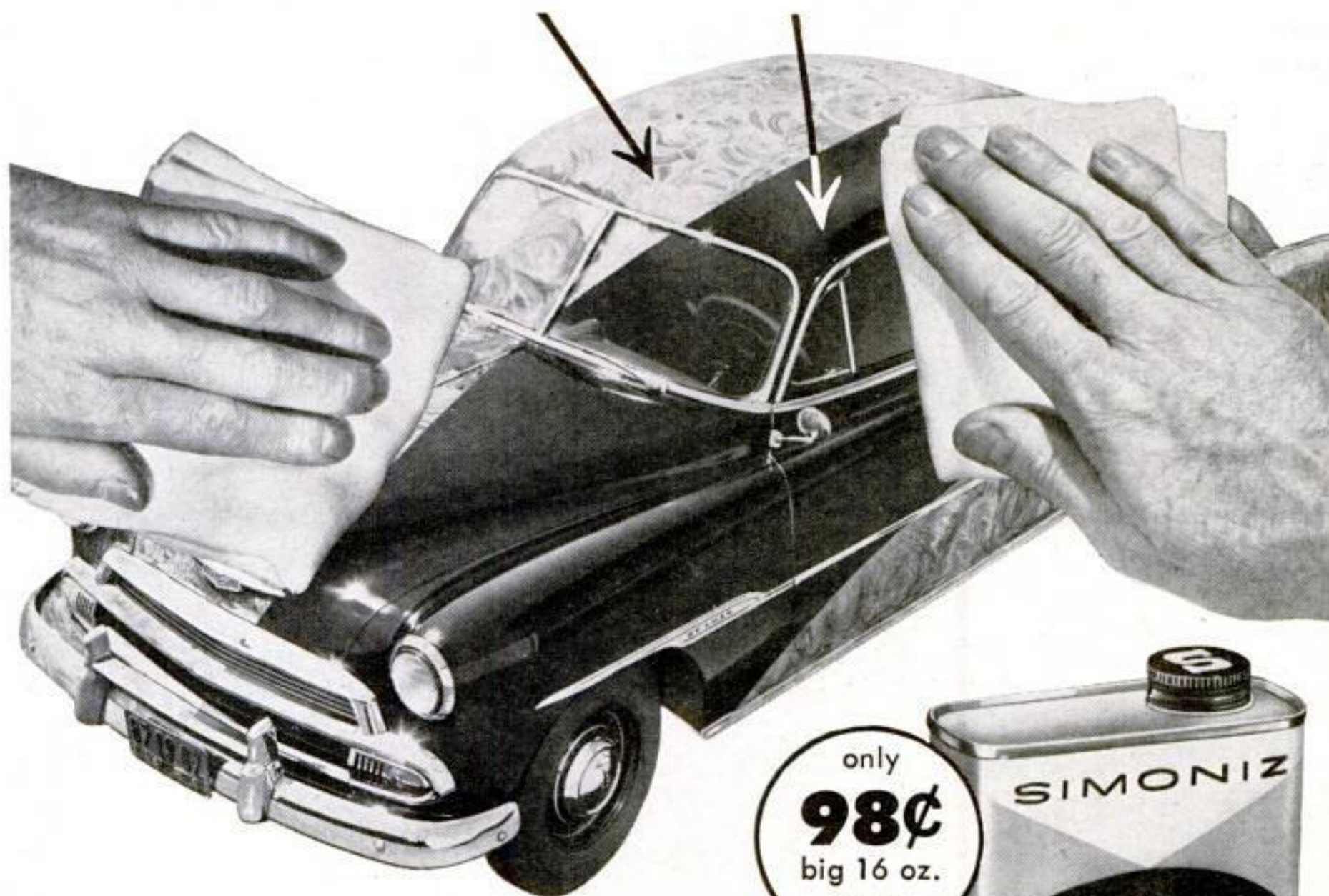
At all service stations, auto supply, grocery, variety and hardware stores.

At last! No need to wash your car!

Use Simoniz BODY SHEEN!
The new one step cleaner-polish

Wipe it on...it **CLEANS**

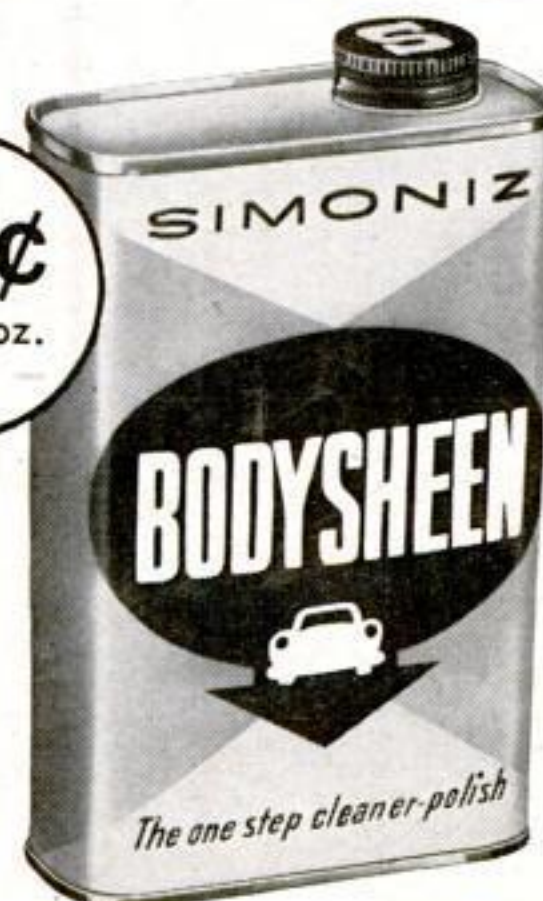
Wipe it off...it **GLEAMS**



Cleans and polishes, all in one step. Makes car-washing unnecessary.* No more rubbing, rinsing, or drying!

Throw away that sponge and wash pail! It's no longer necessary to wash your car. Now—in one simple step—you can give your car a bright, lustrous finish! No hard work! It's fast! Easy! Foolproof! Get BODY SHEEN today!

*If car is exceptionally dirty, remove heavy layers of gritty dirt with clear water.

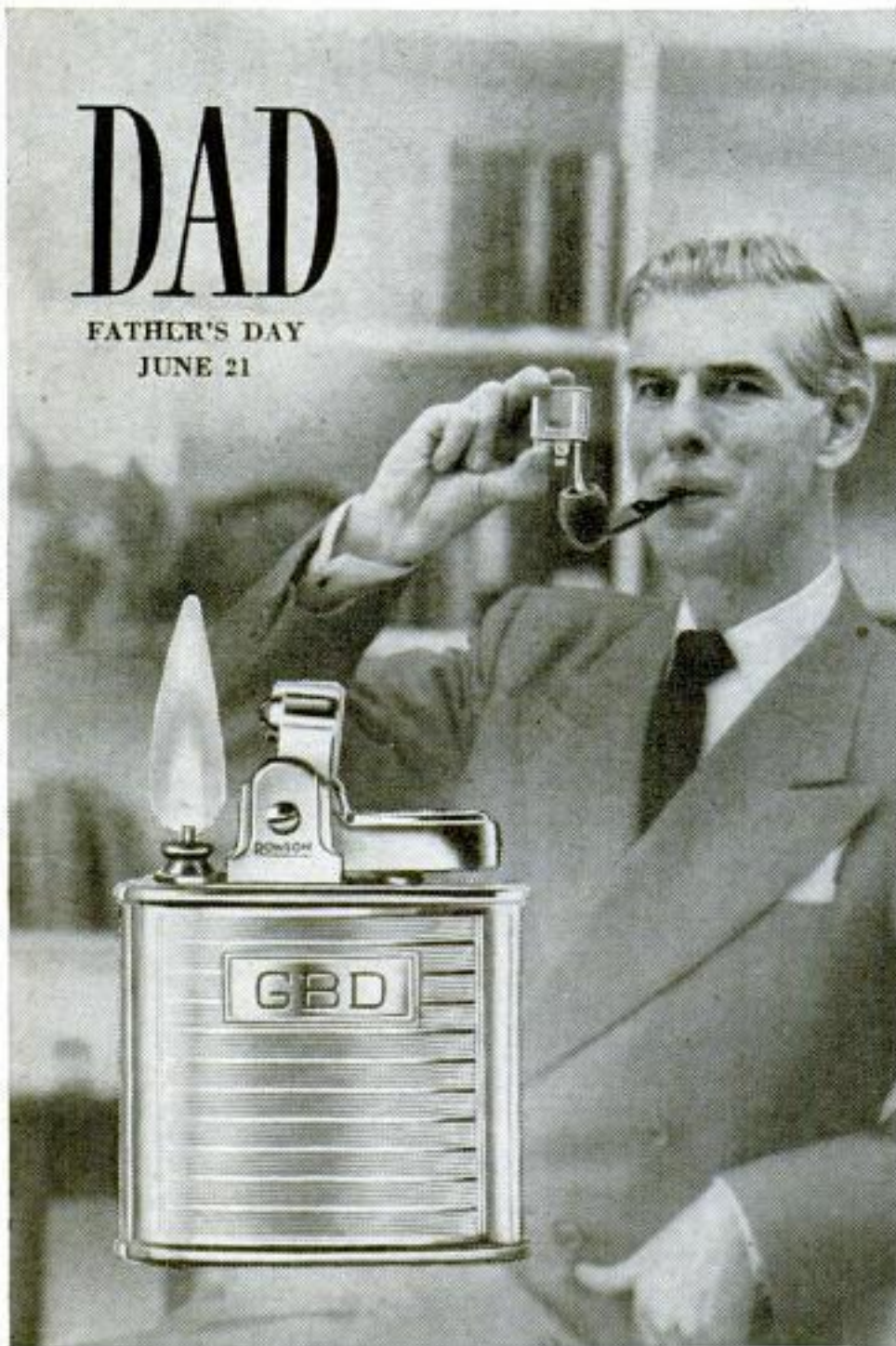


only
98¢
big 16 oz.
can

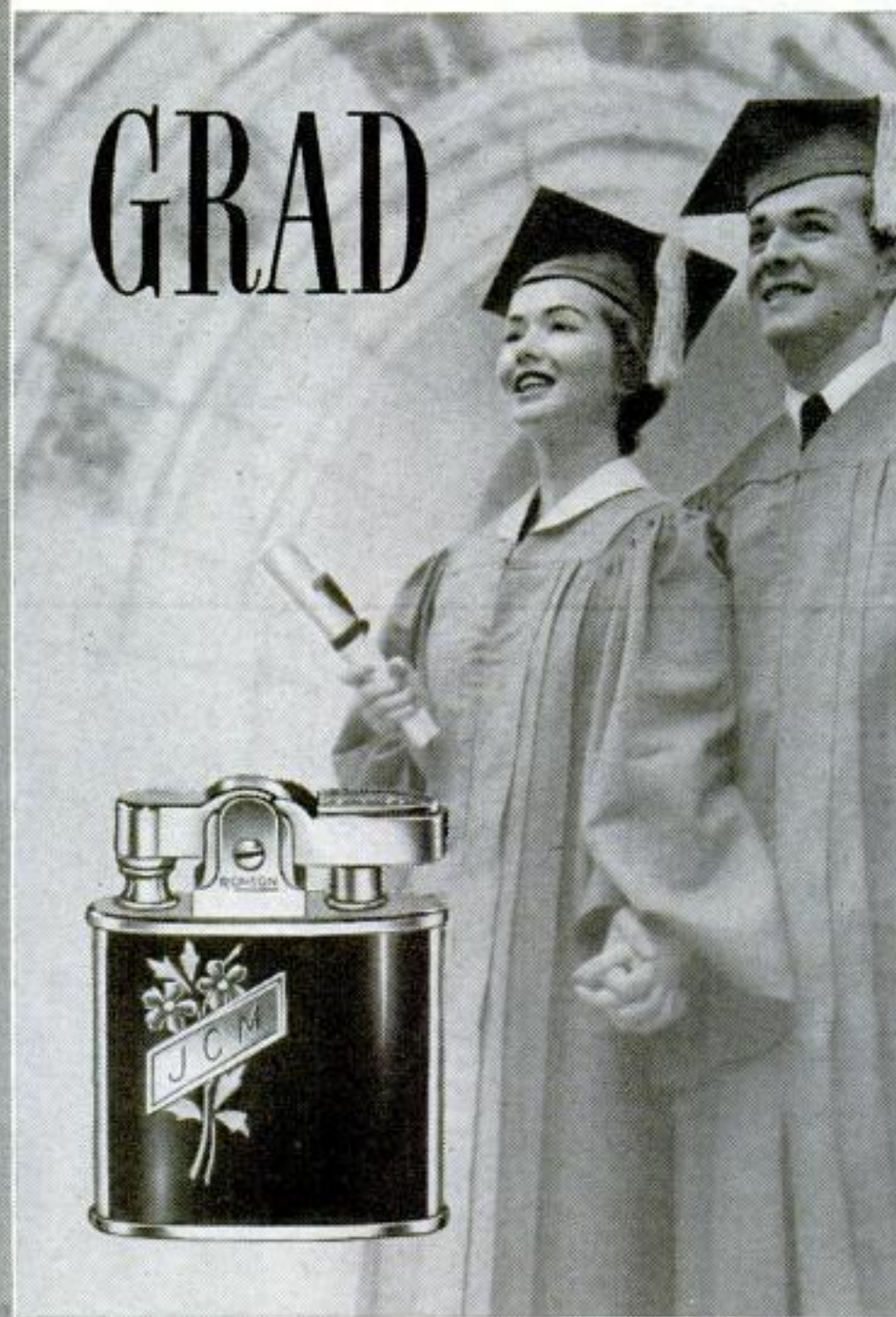
It's the lighter they want...they said so!

Impartial survey takes the groping out of giving...

77% of dads, 80% of grads, 86% of brides questioned...want Ronsons!



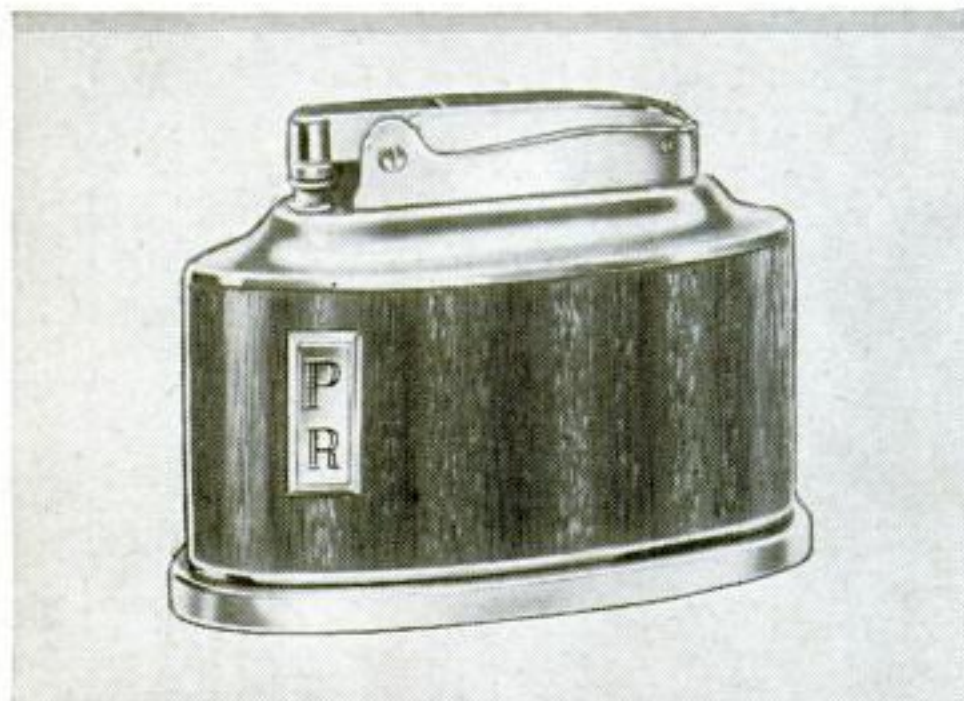
Give Dad the New Ronson Two-way Gas Lighter! Pinpoint flame for pipes; regular flame for cigarettes. Thousands of lights from each throwaway cartridge. **Ronson Maximus**. In chromium plate. Only \$12.50



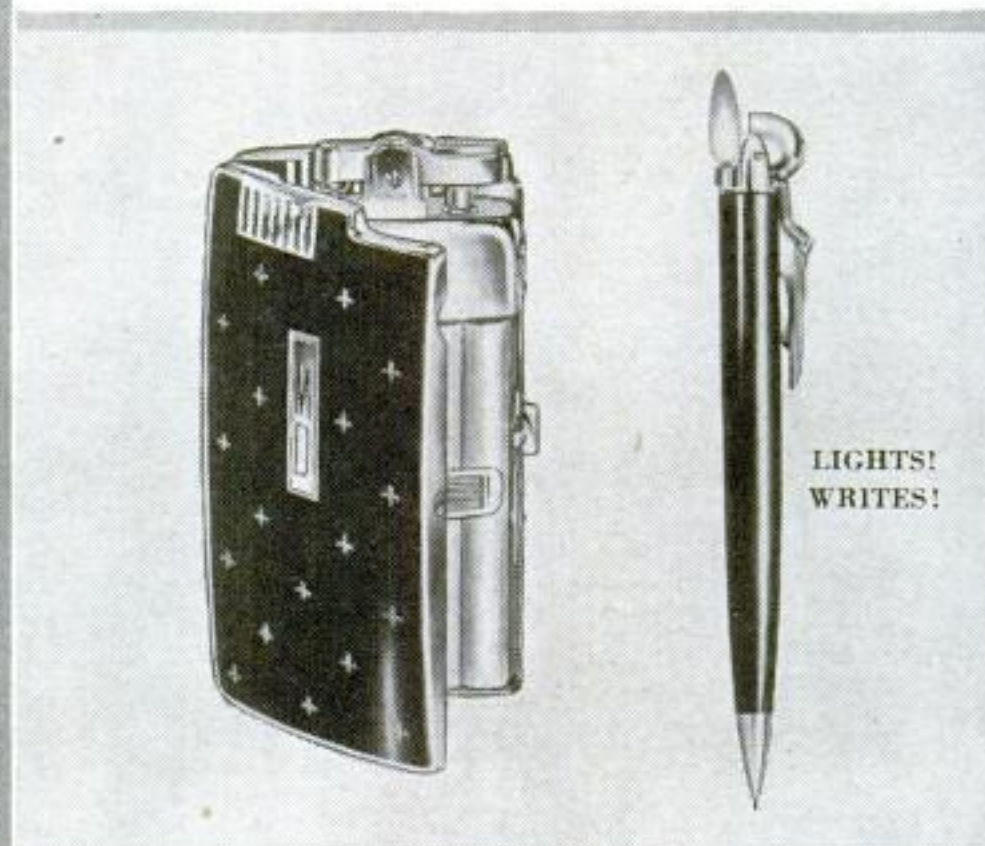
Give pet graduates the lighter they *said* they want: Ronson! Dependable, made with jewelers' precision. **Ronson Princess**, most feminine of lighters! Ebony enamel with floral design. \$9.60. Others from \$6.95



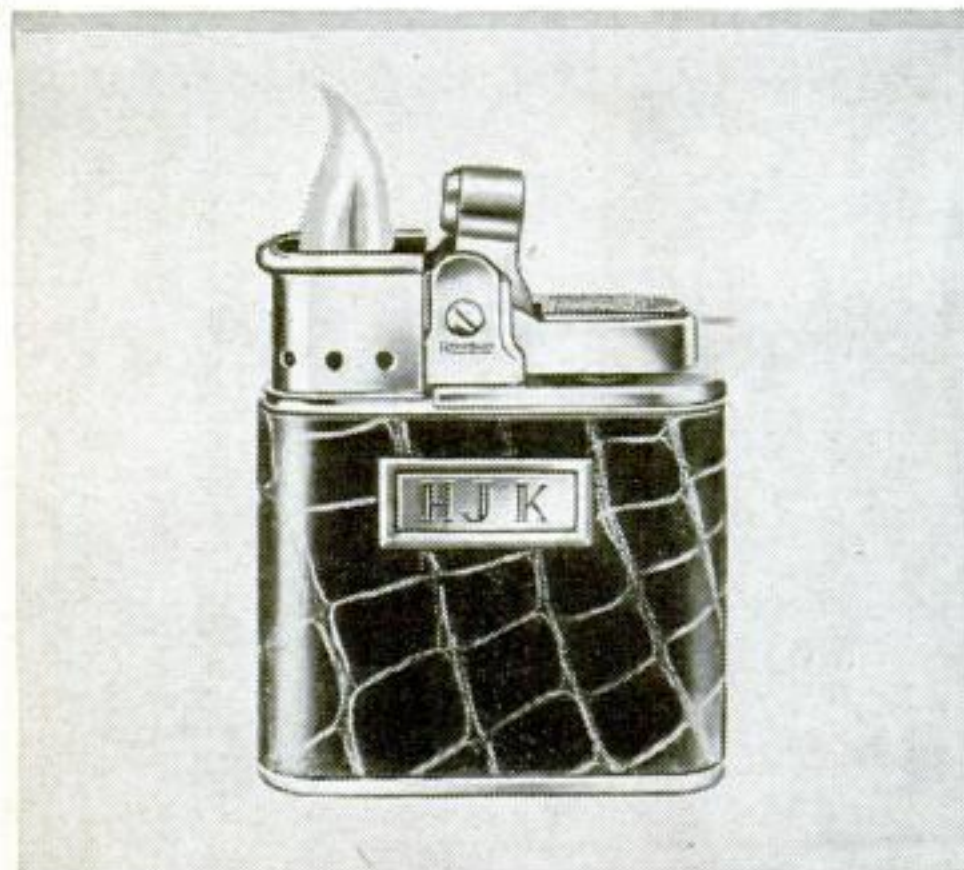
Give the bride the gift she'll use with pride, and *needs* for entertaining—table Ronsons! Months of lights from each fueling. **Ronson Minerva** table lighter. Silver plate and fine porcelain, with floral motif, \$12.50 plus tax. Others from \$9.50 plus tax



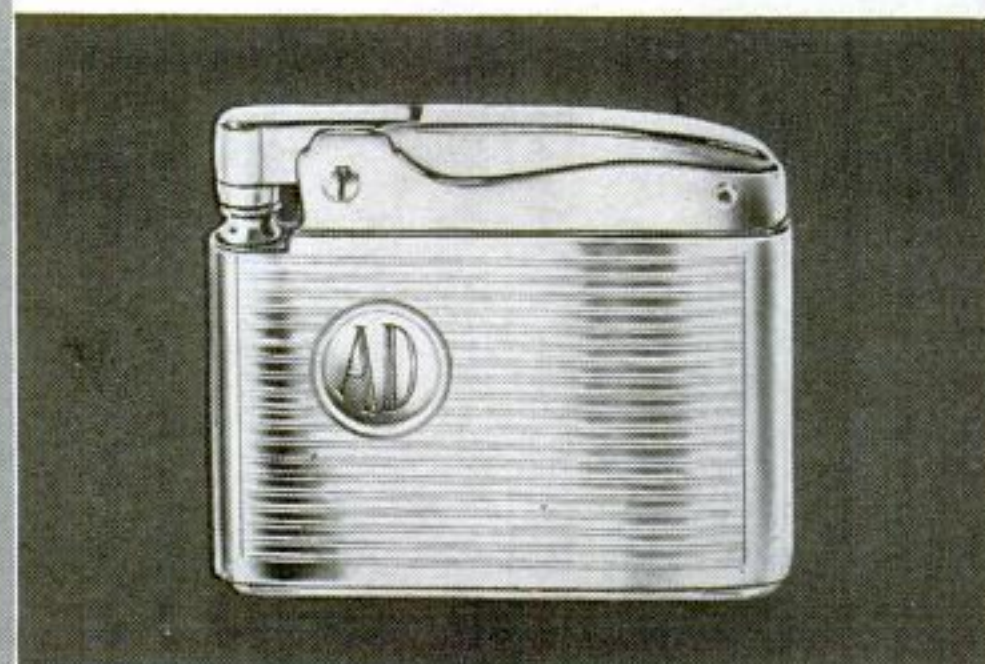
Give Dad the lighter of statesmen, doctors, executives...he'll give it an honored place on his desk. **Ronson Senator** in mahogany veneer. \$15.40. Other table and desk Ronson lighters from \$9.50 plus tax



Make a grad glad with a double-purpose Ronson! **Ronson Pal**. Combination lighter-cigarette case. Rich blue and gold enamel. Fleur-de-lis motif. \$17.50 **Ronson Penciliter**. Choice of colored enamels. \$10.40



Dad will think of you each time he uses this lighter. **Ronson Whirlwind**, disappearing windshield. In alligator, \$11.60. Other pocket Ronsons from only \$5.50



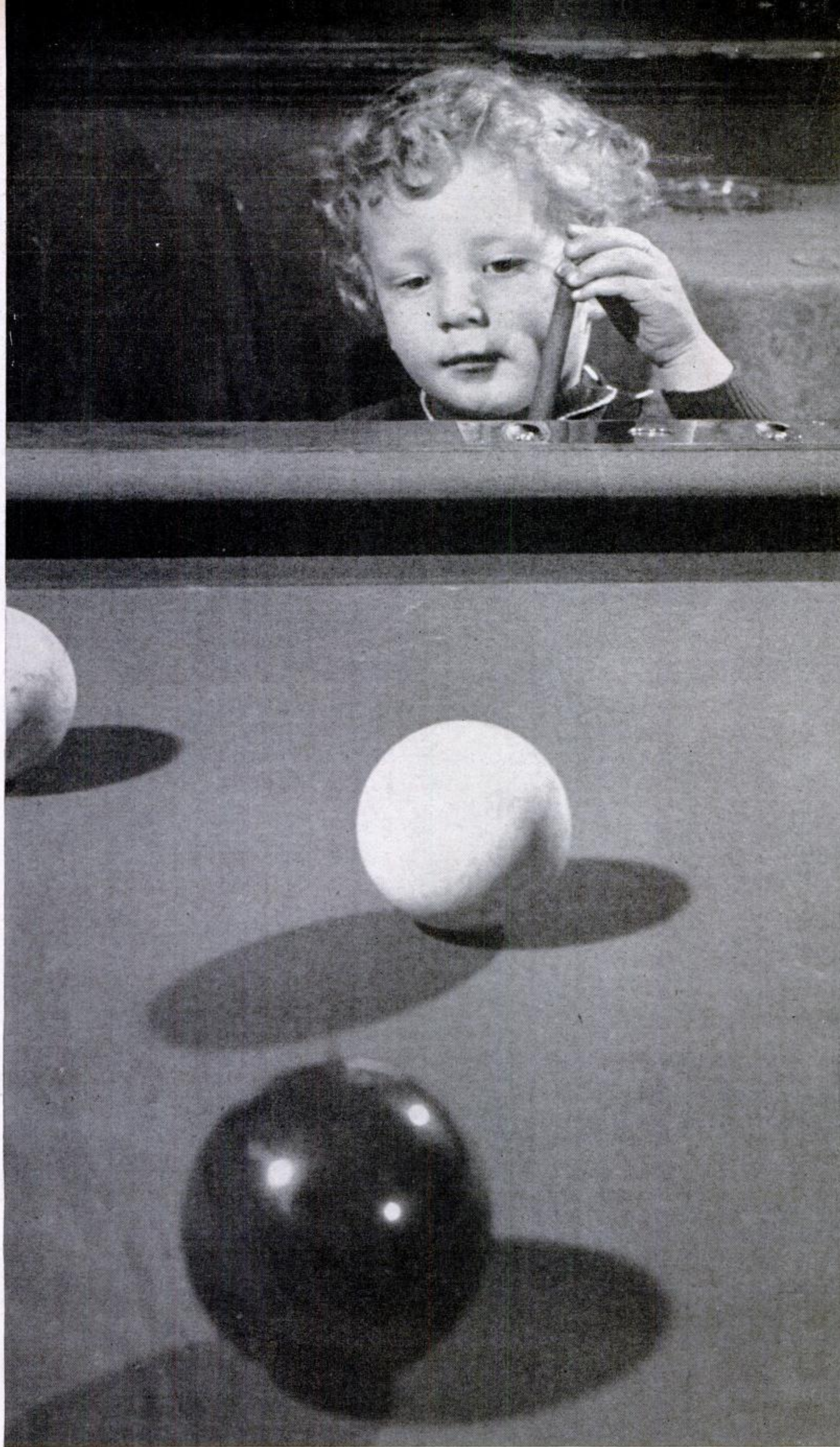
Mark their winning of diplomas with a prize Ronson! **Ronson Adonis**. Pocket lighter, slim as a fine watch. In chromium plate. \$11.60. Others from \$10.95



For the bride: a gift that shows *your* perfect taste. Brides can't get too many table Ronsons...they need them in every room. **Ronson Mayfair** table lighters. Classic simplicity is combined with great elegance. In heavy silver plate. Pair, \$18.25 plus tax

TO AVOID IMITATIONS LOOK FOR
THIS NAME ON THE LIGHTER
RONSON
WORLD'S GREATEST LIGHTER

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CASUALLY CHALKING HIS CUE, RENSKÉ QUAX GIVES THE BALLS AN EYE-LEVEL LOOK BEFORE HE STARTS TO PLAY

BILLIARD BABY

A juvenile Dutch shark, aged two, has become an expert with a cue

Barely a head taller than the billiard table in his grandfather's cafe in Haarlem, Holland, Renske Quax has played the game since before his second birthday last September, and is getting better by the day. His shots are set up but he holds his cue properly, chalks it as incessantly as a pro and is a miniature whiz at massé shots. After a good shot he applauds himself in mimicry of the cafe-goers who stop in to watch him play. But when his game is off he throws tantrums, climbs on the table or starts tossing the balls around.

CONTINUED ON NEXT PAGE

THE MAKERS OF
**ATLANTIC
BOND**
BUSINESS
PAPERS
PRESENT



Grant and Rice's

ALL TIME
**ALL STARS
of SPORT**

☆☆☆☆



**TED
WILLIAMS**

His top Fishing Thrill

In addition to a great baseball career (a .347 lifetime batting average and 324 home runs in 11 years) Williams is one of America's top fishing enthusiasts. Ted says his greatest thrill was in the Florida Keys in 1950 when he hooked into a bonefish — one of the fightingest fish, pound for pound, in the water. After a 20 minute battle the fish was landed and weighed over 11 pounds — one of the biggest caught up to that time. "Man", says Williams, "that was a day!"

And here's another unusual record — 11 of America's 15 largest paint manufacturers, 12 of the Nation's 15 largest railroads use Atlantic Bond. They get better-looking letterheads and office forms with America's top paper — so can you. Next time — ask your printer to use Atlantic Bond.

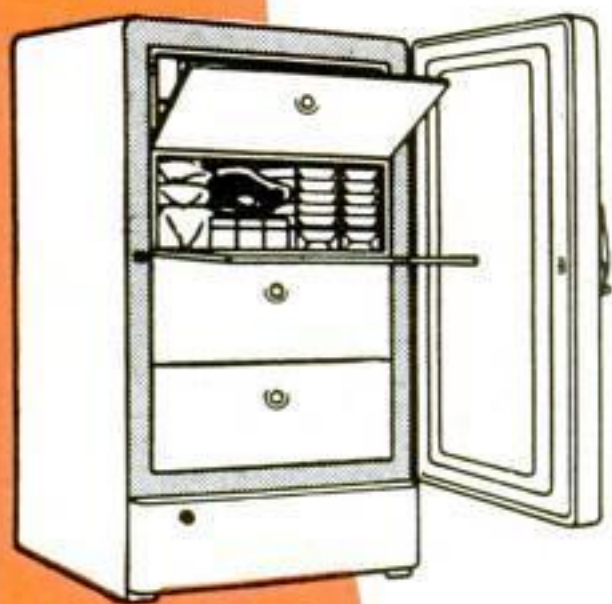


EASTERN CORPORATION, BANGOR, MAINE

For a big four-color sheet showing the favorite flies of Ted Williams — and America's fishermen — either ask your printer or write us on your letterhead.



and you'll buy
Victor today!



New 18 cu. ft. Victor Upright Quickfreezer... occupies less than one square yard of floor space!

Cost slightly less without Inner Lids



Victor chest type Quickfreezer 8, 10, 14, 19, 21.5 & 25 cu. ft. sizes!



Victor Room Air Conditioner... exclusive three dimensional cooling with "push button" control.



Victor Dehumidifier... removes excessive moisture (dampness) and prevents rust, mildew, and corrosion.



Victor

Send for **FREE**

valuable 48 page illustrated booklet 72A - "The Way to Better Living," Your Home Instructions for Processing Food for Freezing.



For name of your nearest Victor dealer... see your classified telephone book! Or write us!

VICTOR PRODUCTS CORPORATION

HAGERSTOWN



MARYLAND

Billiard Baby CONTINUED



BEFORE GAME, Renske Quax saunters up to billiard table before his non-playing sister, Gretha. He is balancing the stool on which he stands to shoot.



MAINTAINING TOE HOLD, he dips forward in unorthodox maneuver which reveals his rubber pants while his mother tries to keep him off the table.



TIRED PLAYER is tucked in bed by his mother for daily nap with a bottle of milk. When he is on his feet, Renske's taste leans to beer and egg nog.

"Promise you'll taste the nifty
NEW RITZ!"

RICHER...
CRISPER!

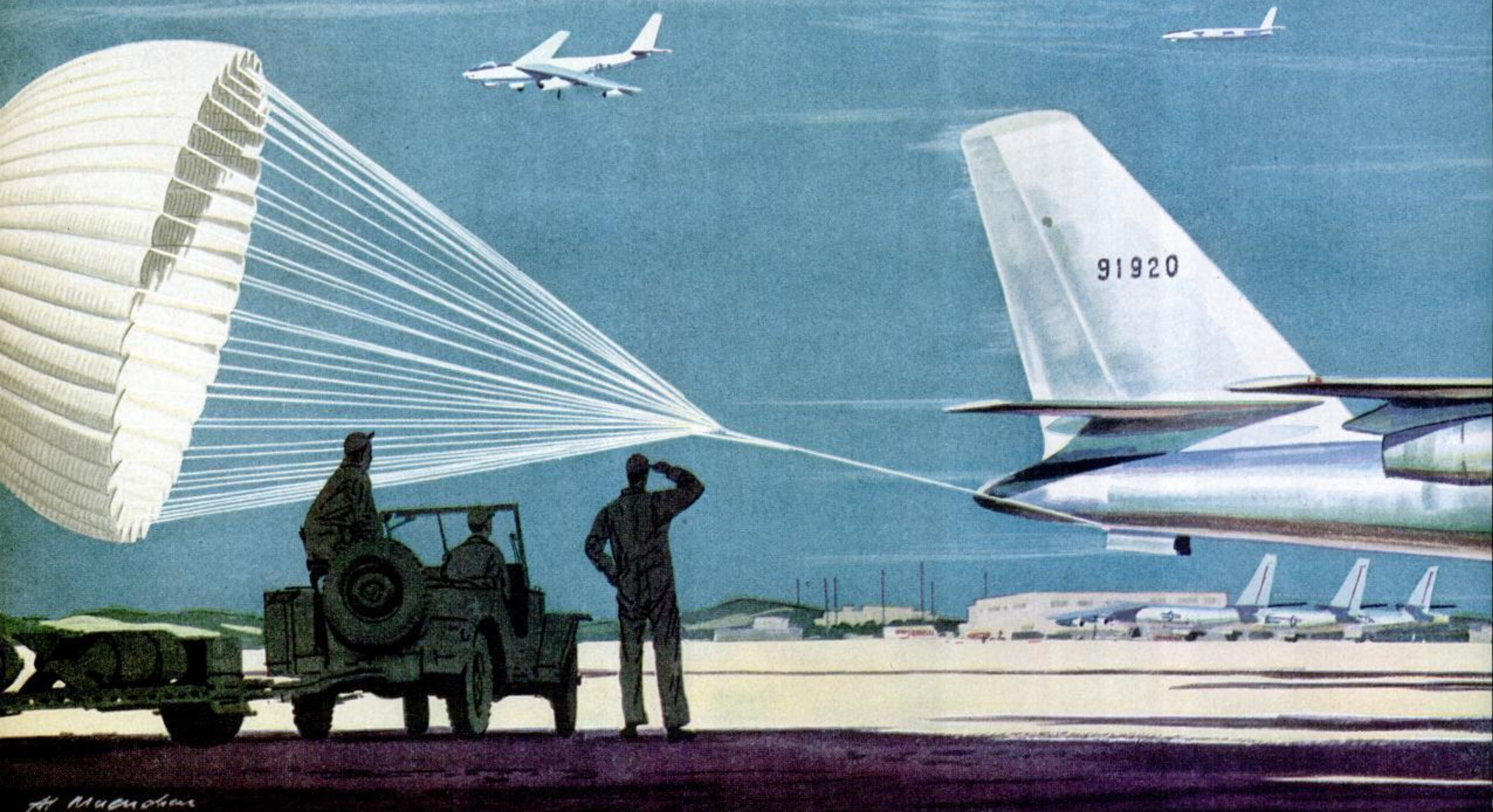
More shortening is the secret of this finer, "buttery" flavor that beats all other crackers hollow! The crisp-as-possible crispness comes from a new, special baking process. And the flakier, melt-in-your-mouth tenderness hits a new high in goodness! Now don't miss out. New RITZ is really something! Just taste and see!

**NATIONAL BISCUIT
COMPANY**



Remember... "NOTHING TASTES AS GOOD AS **RITZ** -BUT **RITZ!**"

DEDICATED TO AMERICA'S DEFENSE



ON SHORT RUNWAYS, AIR FORCE PILOTS CAN SAVE THEIR BRAKES AND TIRES BY RELEASING SPECIAL LANDING PARACHUTE FROM THE TAIL OF THE B-47.

POWERED AND PROTECTED BY G.E.

THE B-47 IS OUR FASTEST BOMBER

Six G-E Jet Engines Power Boeing Bomber: G-E Armament System Protects It

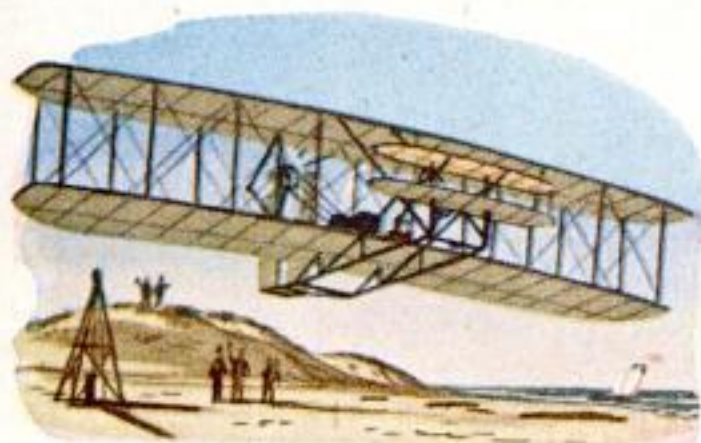
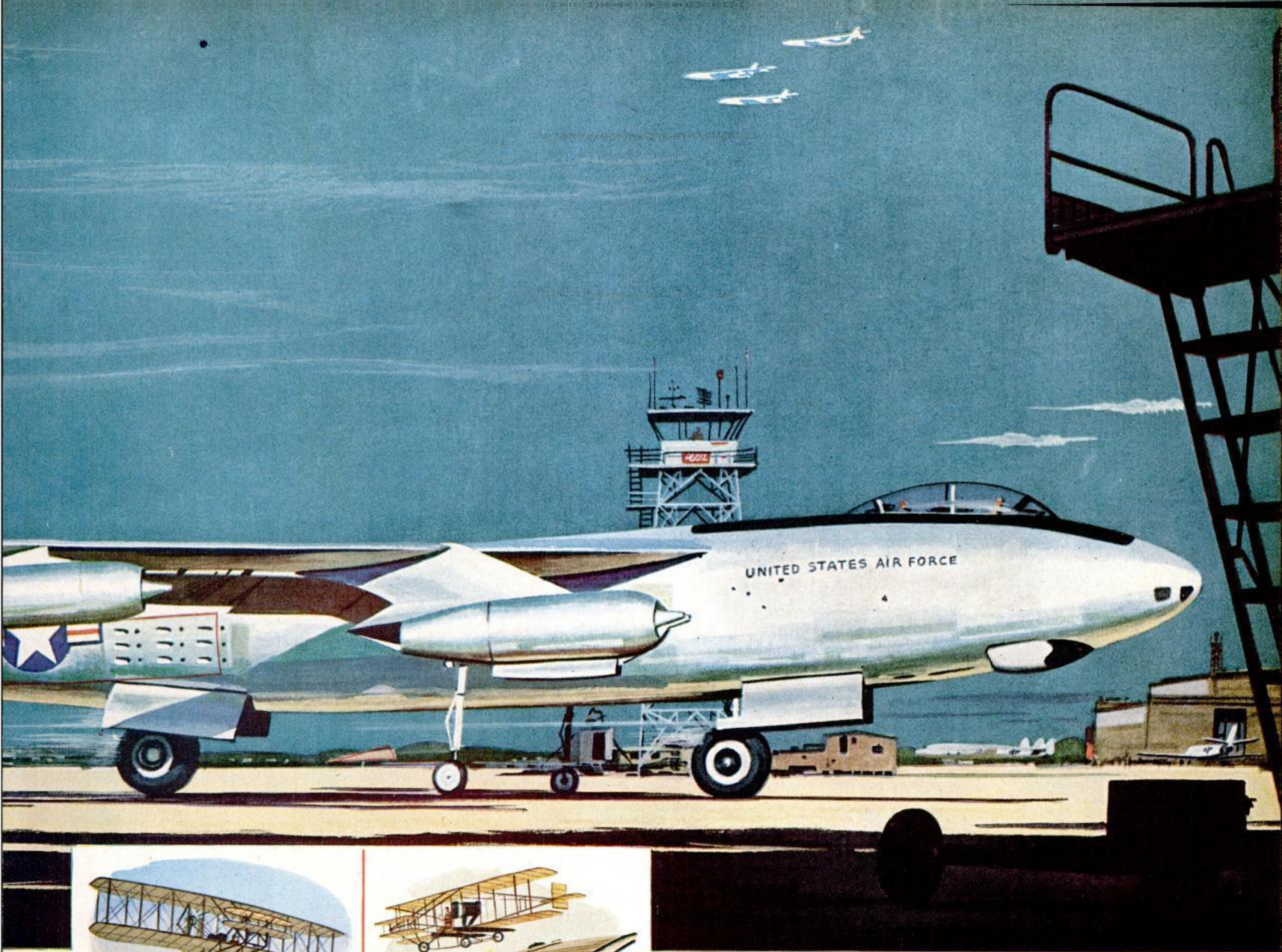
The Air Force's B-47, fastest known bomber in the world, is a sleek, swept-wing aircraft, powered by six mighty G-E jet engines. A medium bomber of 600 mph class, it can fly 3000 miles, at an altitude of over seven miles. For protection against enemy attack, it is being equipped with a General Electric radar-controlled gun-fire system which can operate even at night or in poor visibility. The complex plane is manned by three highly trained Air Force officers—pilot, co-pilot, and navigator-bombardier.

The Air Force called upon General Electric to supply the power and armament systems for the B-47 because military men recognized G.E.'s long history of engineering leadership. For instance, General Electric has supplied armament systems for several other types of military aircraft before the Boeing B-47, turbo-superchargers for piston-engine planes since 1921, and jet engines since 1942. And, of course, the Air Force knew that General Electric would have the production help of thou-

sands of "small-business" subcontractors and suppliers. Our nation's defense is our most important problem, and it takes all kinds of businesses, large and small, all working together, to assure our continued freedom. General Electric Company, Schenectady 5, N. Y. 230-3

ENGINEERS: General Electric is constantly adding to its staff of highly skilled engineers and scientists. If you have a background of successful, creative engineering, and are not now in defense production, send your qualifications to our Technical Personnel Service Dept., Section B, Schenectady 5, N. Y.

You can put your confidence in—
GENERAL  ELECTRIC



1903—Wright Brothers make first powered flight at Kitty Hawk



1910—Eugene Ely takes off from deck of converted battleship



1918—American pilots engage in daring aerial combat over France



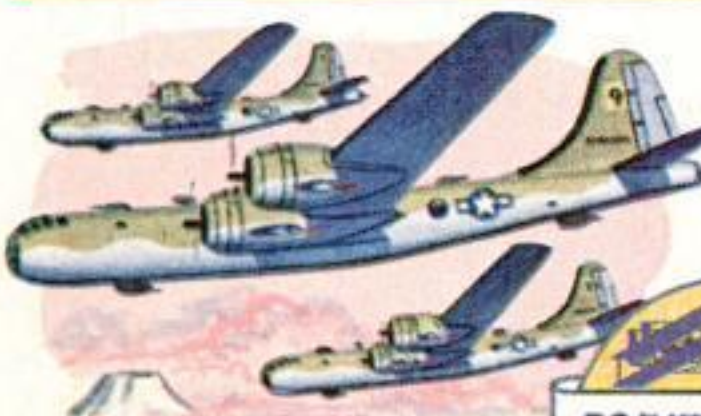
1919—Navy flying boat makes first successful trans-Atlantic flight



1921—G-E supercharged Air Corps plane sets altitude record



1942—G-E powered Bell P-59, first US jet, test-flown at Muroc, Calif.



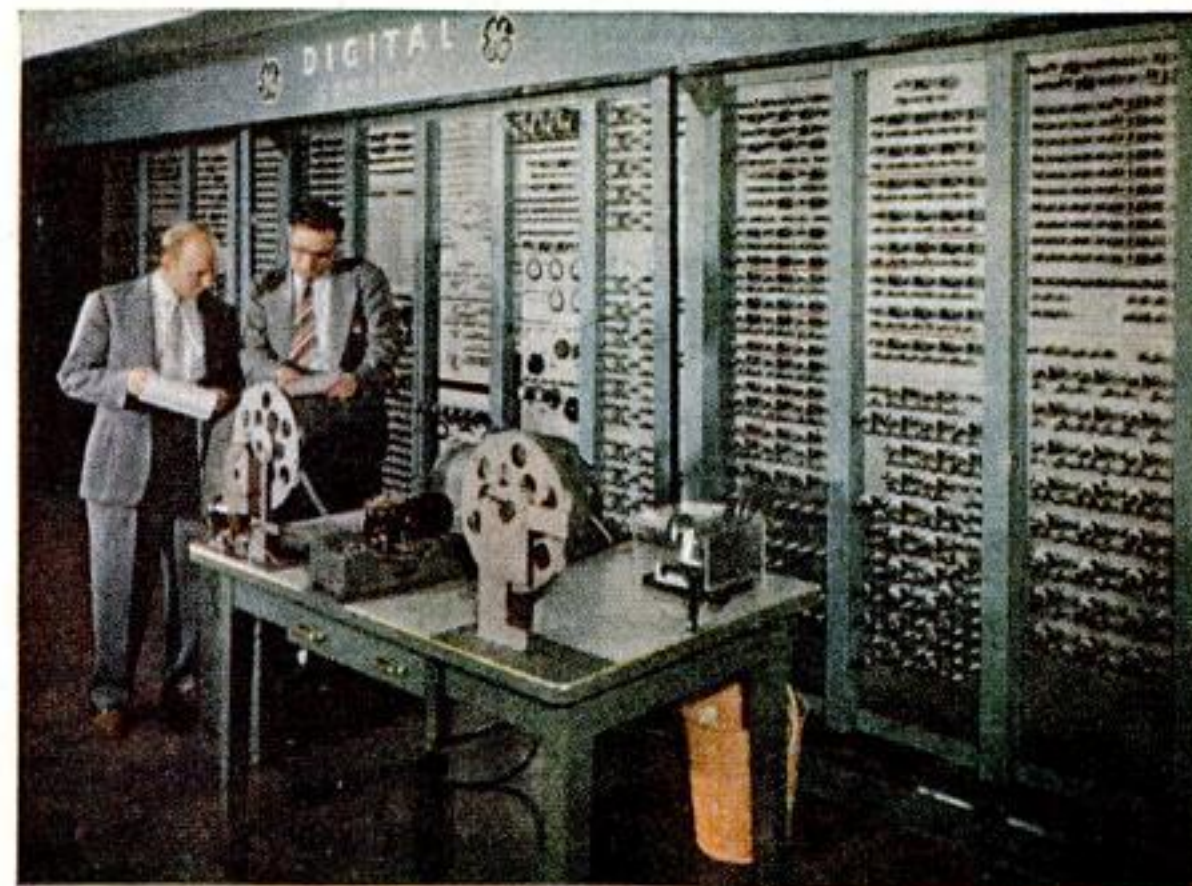
1944—Boeing B-29 uses first G-E electronic gunfire system



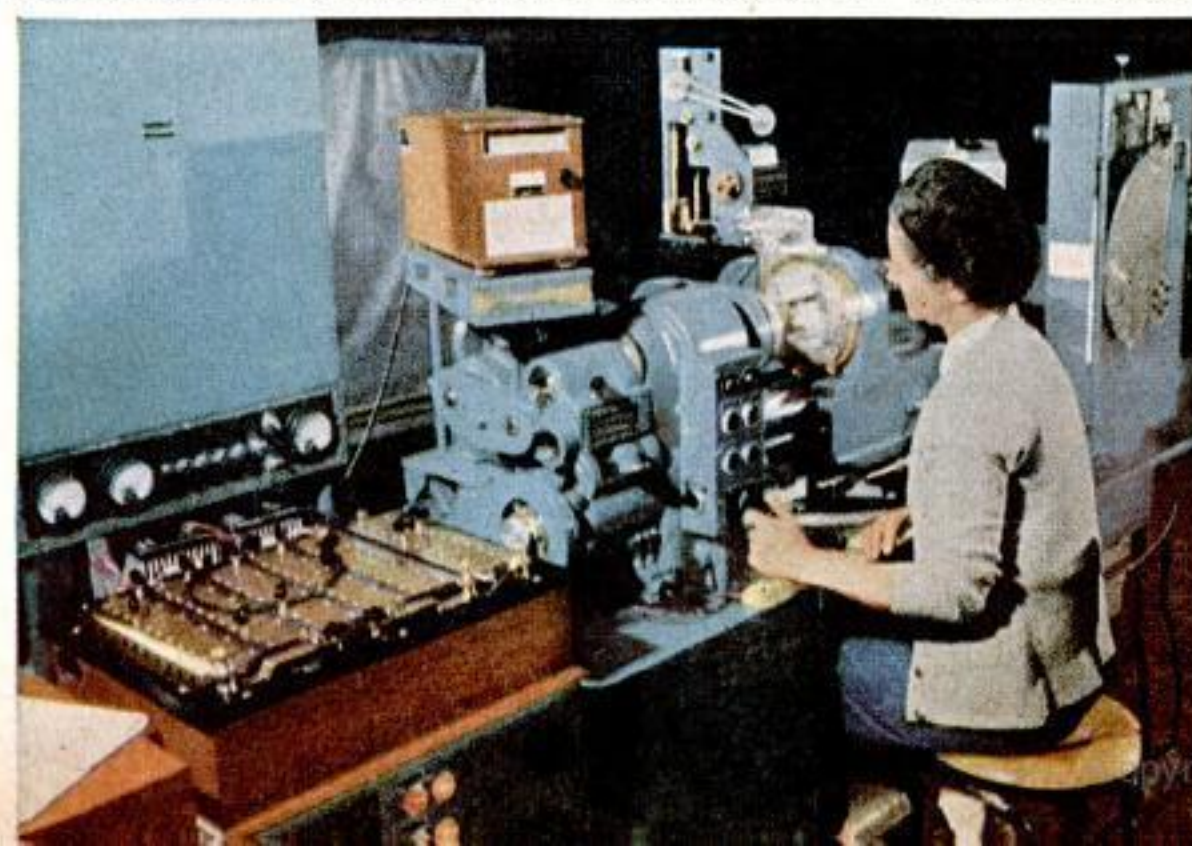
1953—G-E powered North American F-86 outscores MIG



G-E ENGINEERS rely upon their experience, ingenuity, and mechanical aids such as the digital computer to accomplish such engineering triumphs as jet engines and radar fire-control systems.



PRODUCTION of complex equipment depends upon advanced engineering techniques and skilled use of modern, costly machinery. Often, a new machine must be designed for one specific job.



Sip and See Why G. Washington's Dares Guarantee

A Perfect Cup of Coffee Every Time

CUP... AFTER CUP... AFTER CUP!



**100% PURE
COFFEE**

...instantly good!



Once you sip and savor its can't-be-copied flavor, you'll be sold on Instant G. Washington's for life!

For this is America's very first and finest Instant Coffee. Every cup guaranteed perfect... rich, winey, full-bodied!

That's because it's "Pre-Percolated" for you by coffee experts. Better than you could ever brew coffee at home!

Remember — G. Washington's is real coffee, all coffee—100% pure coffee! Its patented "Flavor-Lock" Tin and Inner Seal keep this delicious blend of four famous coffees "roaster-fresh"... cup... after cup... after cup!

Try Instant G. Washington's! The Medium Tin gives about as many cups as 1 lb. of regular ground coffee—Large Tin as many cups as 2 lbs. (and saves you up to 25¢ per lb.)!

Money-Back Guarantee—Perfect Coffee Every Single Time! Not just once or twice. Not by luck or accident. Not "Hit-and-Miss" like some coffees. But uniformly delicious coffee... cup... after cup... after cup!

Satisfaction guaranteed or your money back if you return Tin with unused coffee to: *G. Washington's* Dept. 600, Morris Plains, N. J.



Try **INSTANT G. WASHINGTON'S** 100% Pure Coffee for 100% Pure Pleasure



**P.S. ALSO COMES IN
POCKET-SIZE PACK**

G. Washington's is also available in one-cup envelopes—"Aces"—the new, quick, handy way to make that single cup.

Perfect for sportsmen, picnics, travel and office. Three one-cup "Aces"® cost about 10¢. At your grocer's now!



IRISH LINEN TOWELING IS USED FOR TWO-PIECE SUMMER EVENING DRESS WITH STOLE. IMPORTED BY LORD & TAYLOR FROM DUBLIN, IT COSTS \$89.95

Dish Towel Dresses

DESIGNERS ARE GOING BACK TO THE KITCHEN SINK FOR A NEW FABRIC

In the average American household of four, 29,000 pieces of china, glass and other utensils are washed and dried in a year. The process has long been one of the dullest of a housewife's chores, and the kitchen sink is the last place she would normally look to as a source of fashion. Nevertheless, one of the season's most fashionable fabrics is prosaic old dish-toweling, taken off the drying rack for wear at dances and parties. Irish

Designer Sybil Connelly used expensive Belfast linen toweling for an elegant summer evening dress (*above*) which was one of the biggest hits this spring in the first collection she showed in America. Lower-priced Irish-made copies of the dress will be available this month in U.S. stores. At the same time, an American housewife is making her designing debut (*next page*) with a group of shirtwaist styles swiped from dishwipers.

New outdoor room idea sweeping America:



Imagine your home with an "outdoor living room" like this. Protected from the hot sun—cool and inviting all day—wonderful for entertaining! It's yours with a Childers Patio Cover—for far less than you may think.

Made of 100% aluminum with refrigerator-type baked hard enamel finish. Withstands the ravages of wind, sun, rain and snow. Fits any size porch or patio without costly custom tailoring. Unbeatable as a low cost carport.

Now you can double your living room space . . . enjoy relaxing outdoor living . . . with a beautiful

CHILDERS PATIO CANOPY



New comfort and distinction costs so little with Childers Awnings, Door Canopies, and Patio Covers. Styles to harmonize with the lines of any home, large or small. For all types of windows, porches, doors, patios.

Now you can add that extra outdoor living space you need—at amazingly low cost—and give your home a striking new personality at the same time!

Cost cutting magic—Childers' modern, large-scale manufacturing methods are the reason this new kind of Childers luxury roof for your porch or patio costs you so little.

Installation is simple—your Childers dealer can handle it. Immediate delivery—no irritating hot weather wait.

No down payment—up to 3 years to pay. Childers Patio Covers and Awnings are approved for FHA home improvement loans.

Free estimate—call your Childers dealer. Childers Awnings and Patio Covers are sold only by franchised Childers dealers. If he isn't yet listed in your phone book, write us.

Which Childers Awning design will look best on your home?



Ventilated top—keeps rooms 8° to 20° cooler.

Solid Face Sheet—No slats to leak.

The Berkley



The Windsor

100% Aluminum—Won't rust away, warp or rot. Should last as long as your home.

Only Childers offers you your choice of these two distinctive styles in aluminum awnings.

CHILDERS
TRADEMARK
ALL-ALUMINUM Awnings

Patent Nos. 2,166, 726 and 2,166, 737, And Other Patents Pending

Dealers: A few choice protected franchises are still available. Write for complete information.

© 1953

Childers Manufacturing Co.
Dept. L, Houston 8, Texas

DISH TOWEL DRESSES CONTINUED



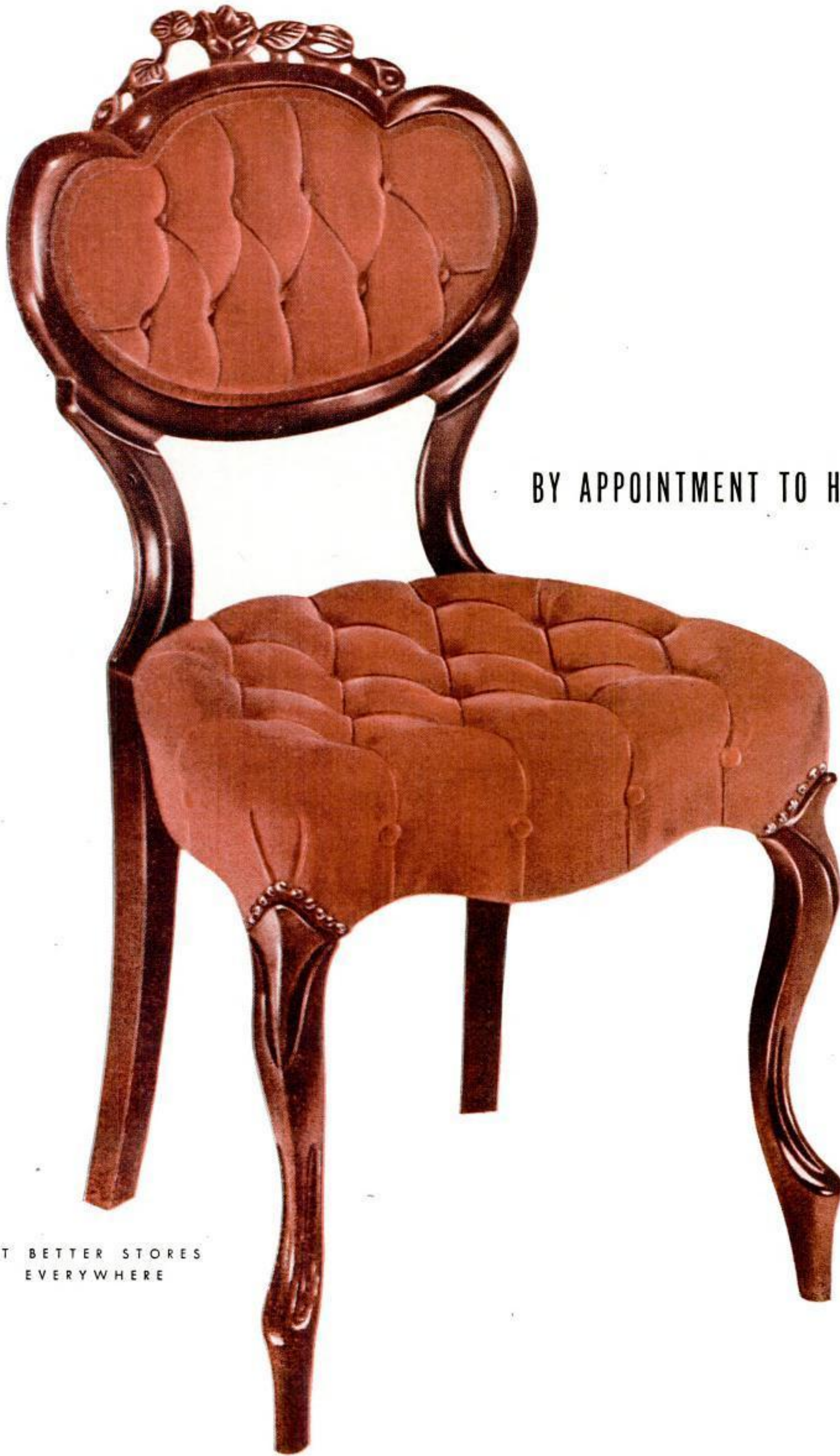
CLOTHESLINE of her New York penthouse terrace is hung with samples of materials used by Betty Lawford. Shirt she wears is \$12.95, skirt is \$14.95.

U.S. HOUSEWIFE'S DEBUT

Betty Lawford had long made dresses for herself but she never did any professional designing until she came up this spring with a group of two-piece dish towel dresses for Jamison Classics. Mrs. Lawford uses both American cotton and linen mixtures and pure Irish linen patterns of the kind sold in most department stores, which make crisp-looking hot weather fashions. Dish toweling is durable and more crease-resistant than most linen. The material used in Lawford designs is preshrunk. Dishwipers who want to whip up their own designs should use towels that have been thoroughly put through the washer, since the standard 17-inch width shrinks as much as two inches.



CHECKED LINEN in red, white and blue, imported from Ireland, makes a tucked-front, sleeveless top which costs \$17.95, full skirt which is \$19.95.



BY APPOINTMENT TO HER MAJESTY...THE AMERICAN WOMAN



To commemorate the historic Coronation of England's Queen, Victorian reproduces The Coronation Chair . . . an authentic heirloom replica in the style made famous by Queen Elizabeth's Great Grandmother—Victoria. Recapture this elegance for your own romantic living . . . with exquisitely hand-carved Honduras Mahogany, velvet-tufted in glowing Crown Jewel Colors!

AT BETTER STORES
EVERYWHERE



"Romantic Living
With Victorian Furniture"
—32 pages of wonderful
decorating ideas! Send 25¢
to Department L for this
valuable illustrated booklet.

Victorian
Reproduces the
CORONATION
Chair*

Victorian FURNITURE CORPORATION, MONTGOMERY, ALABAMA

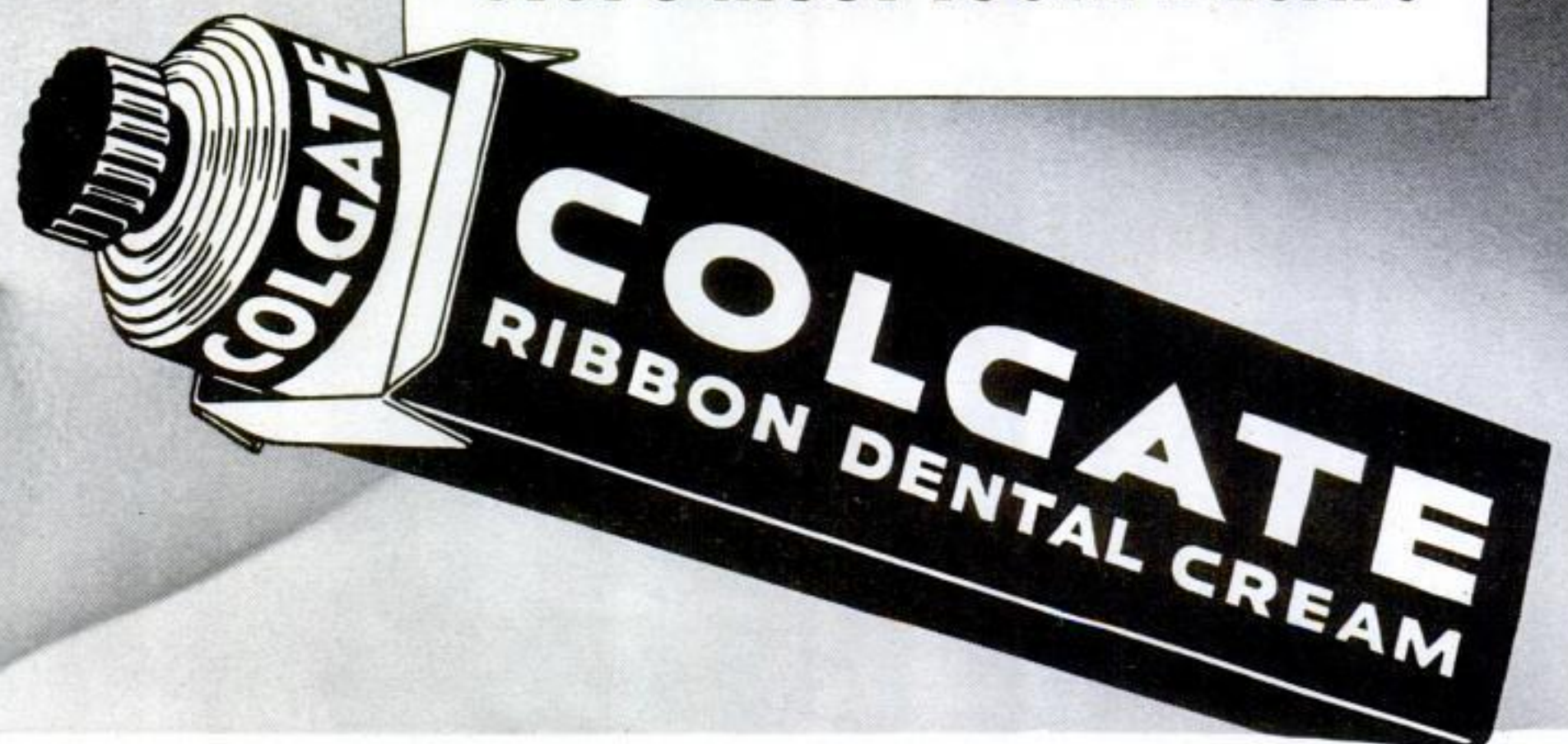
The Cradle of the Confederacy

*T. M. Reg.

Now! ONE Brushing With COLGATE DENTAL CREAM Removes Up To 85% Of Decay And Odor-Causing Bacteria!



Only The Colgate Way Does All Three!
CLEANS YOUR BREATH while it
CLEANS YOUR TEETH and
STOPS MOST TOOTH DECAY!



Just One Brushing with Colgate's Stops Bad Breath Instantly!



Your very first brushing with Colgate's each morning removes up to 85% of the bacteria that cause bad breath! Yes, scientific tests *prove* that Colgate Dental Cream stops bad breath *instantly* in 7 out of 10 cases that originate in the mouth! Every time you brush your teeth with Colgate's you clean your breath while you clean your teeth!

Just One Brushing with Colgate's Removes Up to 85% of Decay-Causing Bacteria!



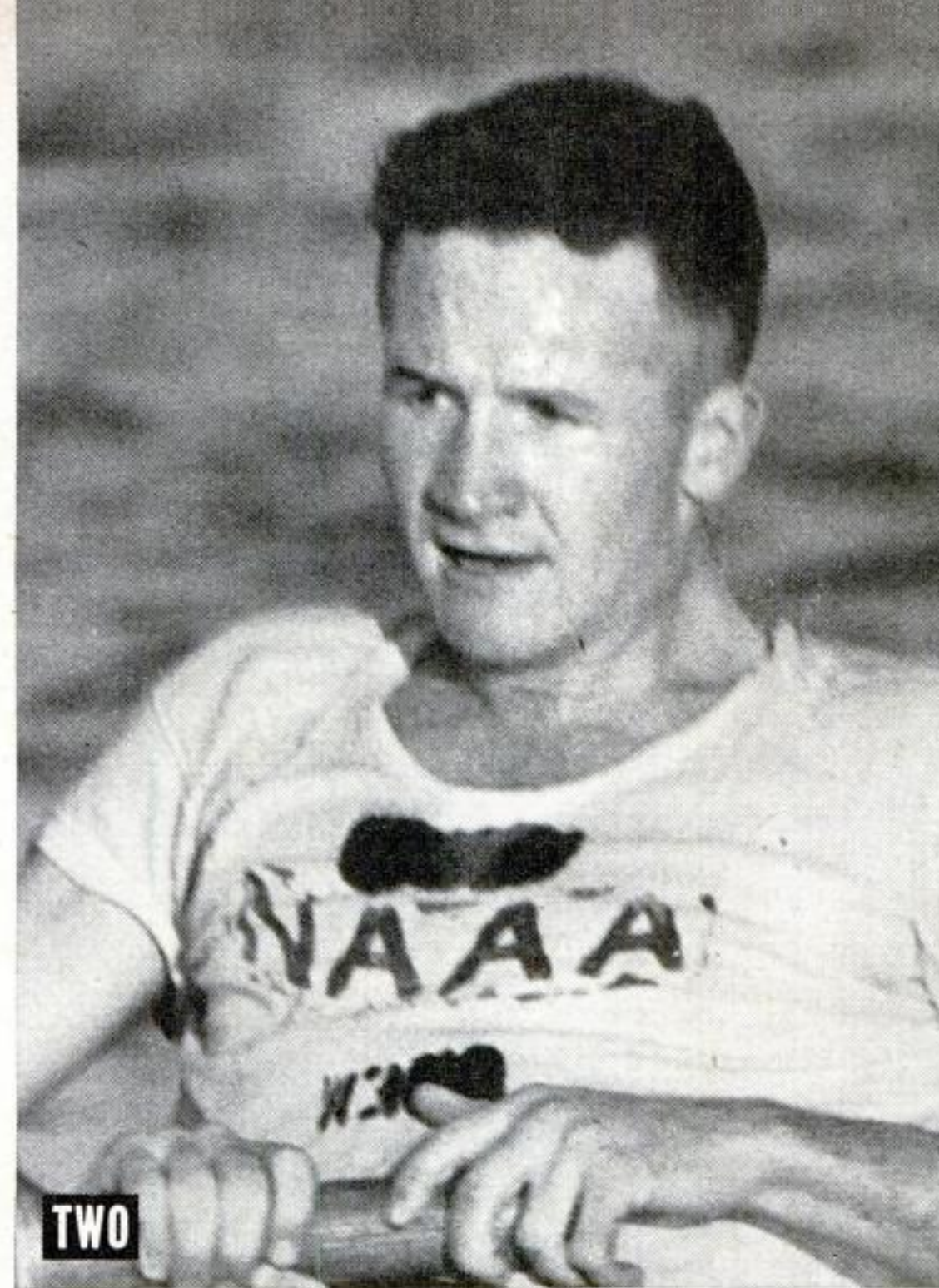
Every brushing with Colgate Dental Cream removes up to 85% of the bacteria that cause decay! But—if you really want to prevent decay, be sure to follow the Colgate way! Scientific tests showed that the Colgate way of brushing teeth right after eating stopped *more* decay for *more* people than ever before reported in all dentifrice history!

Brushing Teeth After Eating Stops Tooth Decay Best!



Scientific tests over a 2-year period showed a startling reduction in tooth decay for those who brushed their teeth with Colgate's right after eating! In fact, X rays showed no new cavities whatever for almost 2 out of 3 people. Yes, the Colgate way of brushing teeth right after eating is the best home method known to help stop tooth decay!

Gives You A Cleaner, Fresher Mouth All Day Long!

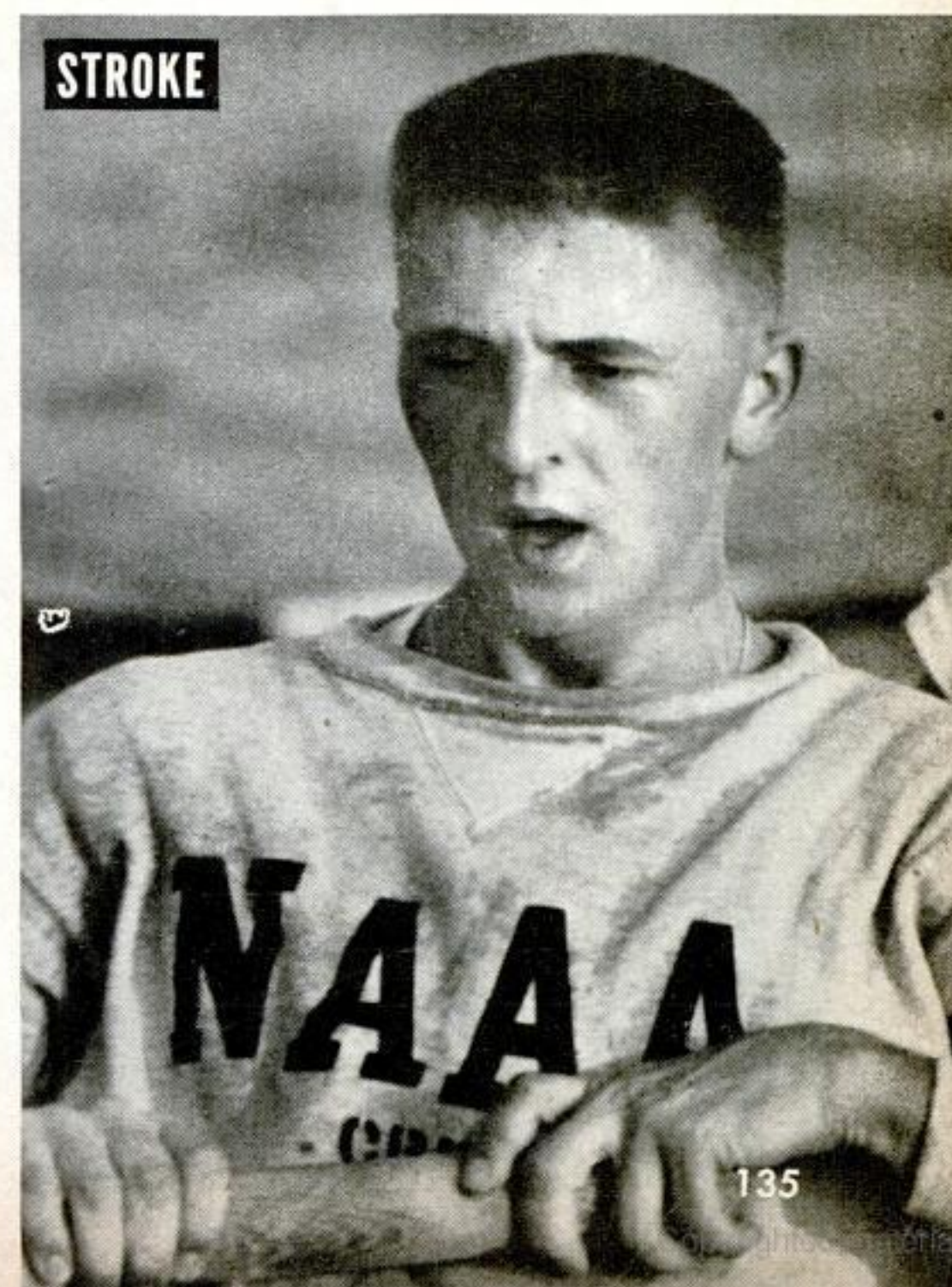
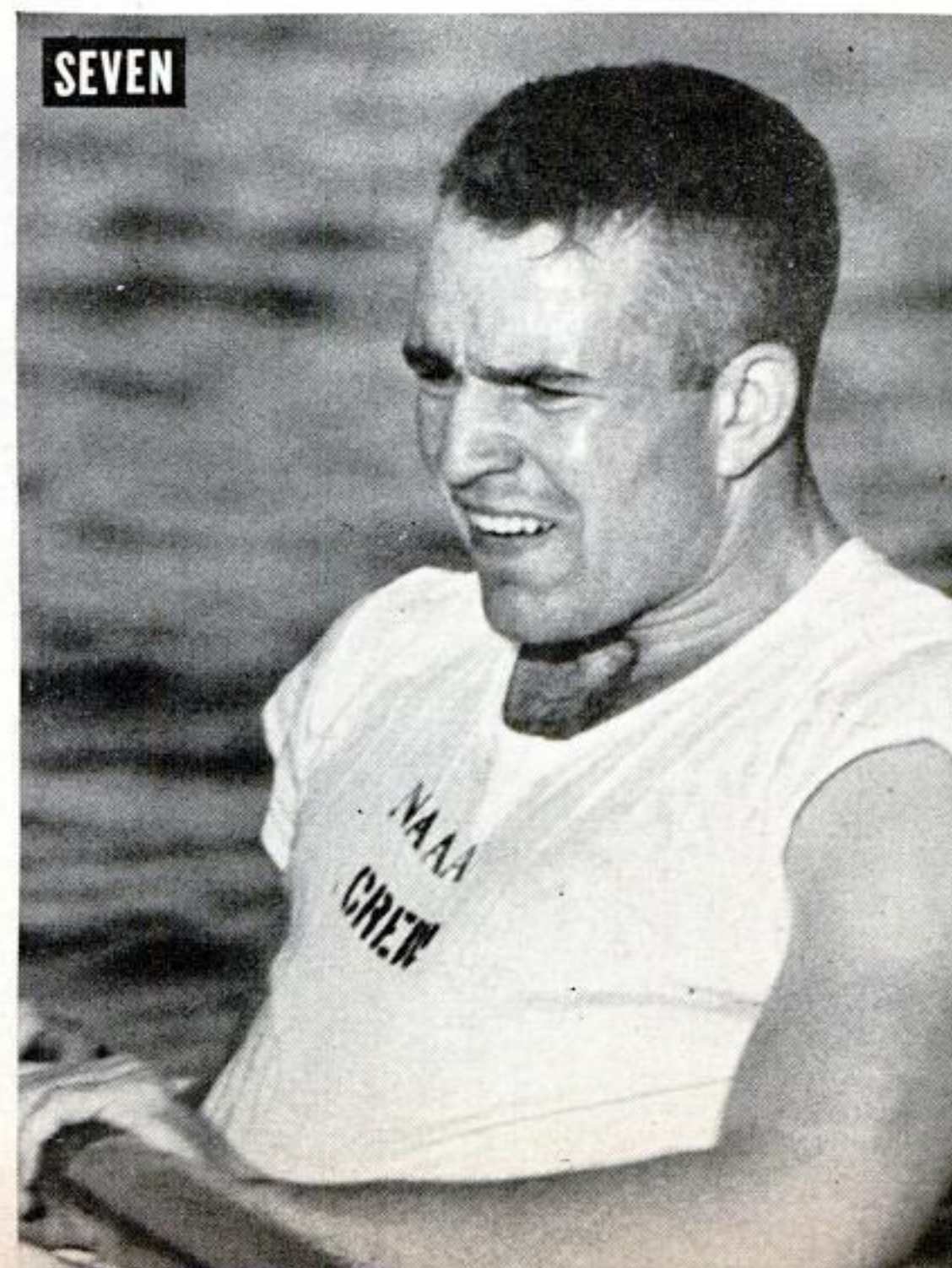
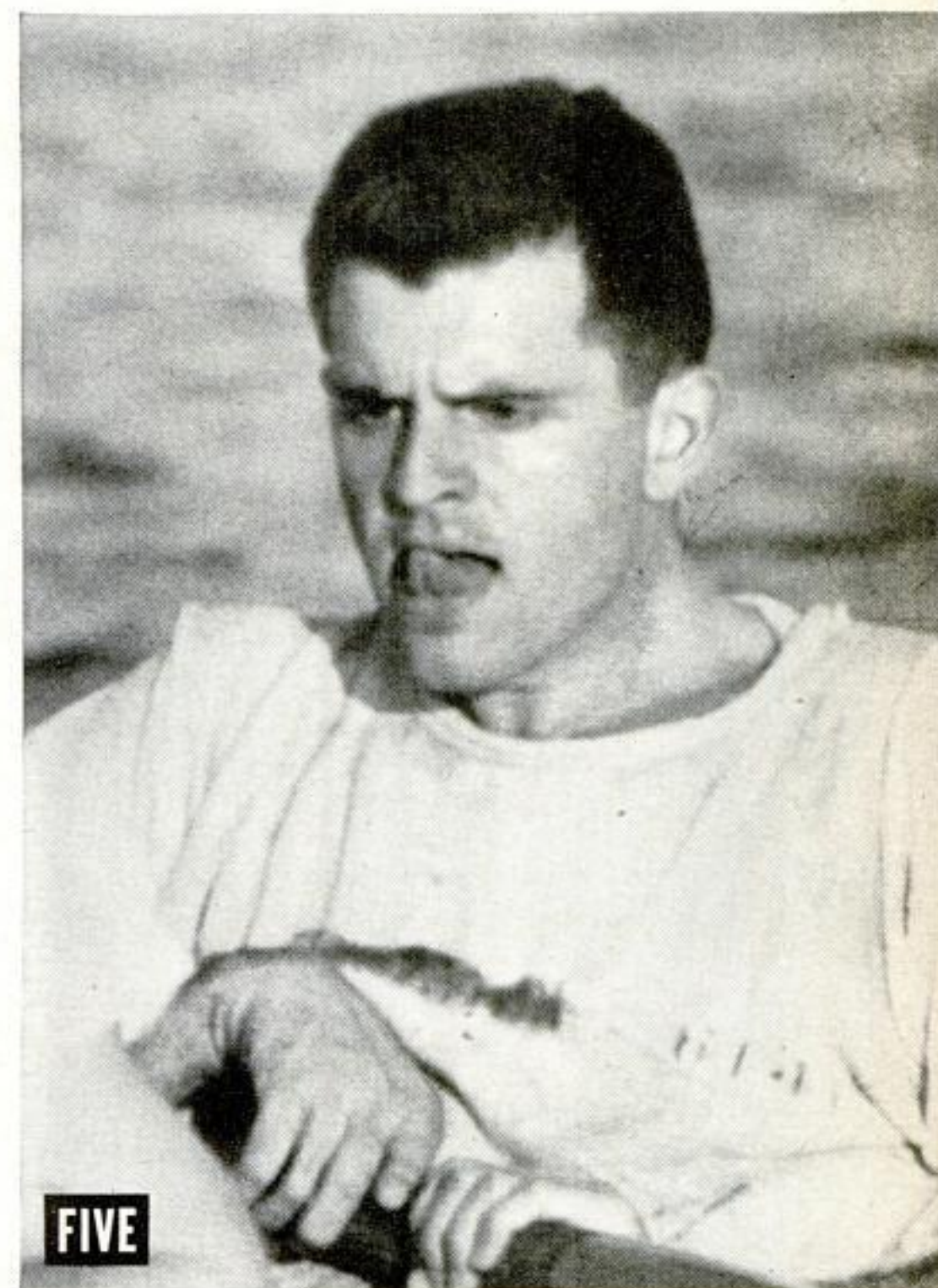


A GREAT EIGHT ROWS FOR NAVY

Olympic heroes still ripple along

The eight grimacing oarsmen on this page, having rowed some 2,000 miles together, are the most indomitable crew afloat. Their names appear in the 1952 Olympic records—bow, Frank Shakespeare; 2, Bill Fields; 3, Jim Dunbar; 4, Dick Murphy; 5, Bob Detweiler; 6, Henry Proctor; 7, Wayne Frye; stroke, Ed Stevens—as conquerors of the Russians at Helsinki. Now they are back at the Naval Academy dominating collegiate competition just as they did last year. Navy's rise as top boat came amazingly fast after hiring Coach Rusty Callow in 1950. His orders were "Row! Row! Row!" and the back-breaking hours bore fruit so quickly that six veterans in this boat still have another year to row for Navy.

CONTINUED ON NEXT PAGE



José Ferrer SLEEPS COOL

with a low-cost Fedders
Room Air Conditioner
in his bedroom!

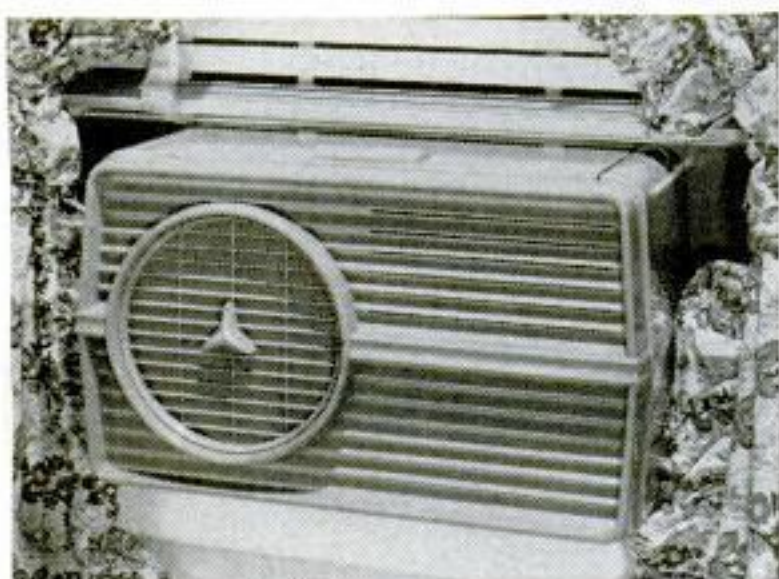


JOSÉ FERRER
starring in
"MOULIN ROUGE"

Color by Technicolor
Released thru United Artists

YOU can have the amazing new Fedders unit in *your* bedroom, livingroom or office for as little as \$3 a week! It circulates sparkling cool air, wrings out excess humidity. Extra large filters catch dust, soot and pollen. Helps relieve hay fever, keeps rooms cleaner. Exclusive Built-In Weather Bureau gives you the weather you want at the flick of a button! The Fedders unit fits on windowsill without alterations, pipes or ducts. Mail coupon for fascinating booklets on health protection, home comfort!

FEDDERS
A Great Name in Comfort



1/3 ton window model, ideal for bedrooms. Breeze Green or Ivory. From \$229.95 on Easy Terms.

FREE! MAIL COUPON TODAY!

FEDDERS-QUIGAN CORPORATION
Dept. 15, Buffalo 7, New York

Please send me books checked on how I can sleep, work, live better with a Fedders.

- ☐ "Healthier, Happier Living with a Fedders Room Air Conditioner."
☐ "How to Sleep Cool when it's Hot."

Name _____
Address _____
City _____ State _____

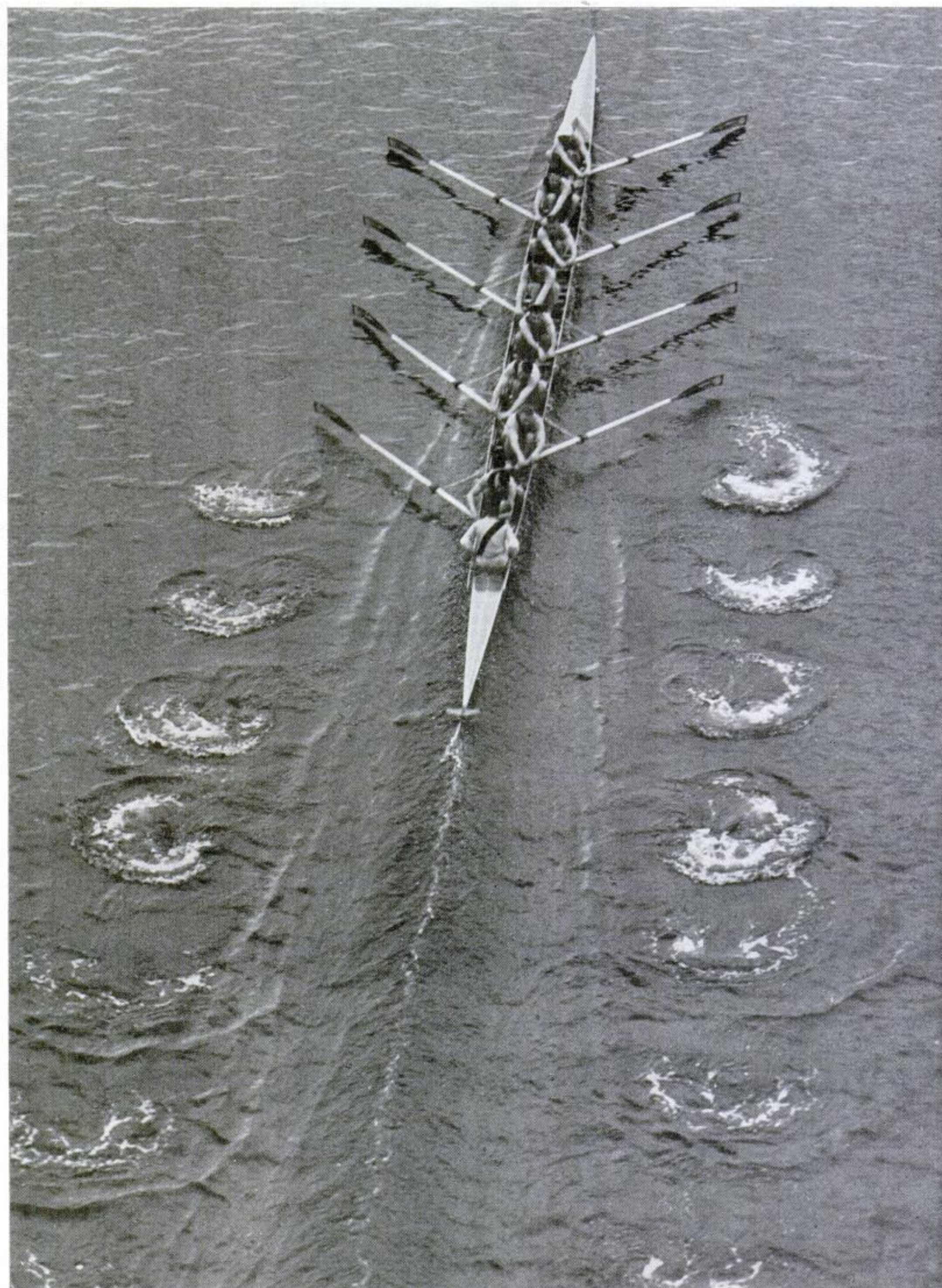
Navy Eight CONTINUED

NEW MEMBER OF THE CREW

The only newcomer to Navy's boatload of veterans is Robert William Germany Jones (*right*). As coxswain he does less work and makes more noise than anybody in the boat. Weighing 127 pounds, he squats in the stern clutching the handles of the tiller ropes, pounding out the beat. He tries to keep from being the most obnoxious in the boat, the traditional role of coxswains, by keeping a civil tongue in his head. He passes a change of beat along to the stroke, who sits facing him, instead of yelling it out to the whole crew. Each of the other seven oarsmen can pick up the change from the man in front. "These guys have been rowing together too long for me to start telling them how," says Coxswain Jones, the rookie, who could not feel any more omnipotent if he were seven feet tall and commander of the Atlantic fleet.



CHATTERBOX COXSWAIN Jones spiels instructions to oarsmen through megaphone.



GOOD PUDDLE-SPACING, the sign of a smooth crew, leaves wake of symmetric whirlpools as Navy leaves Yale

far behind in race. Stroke oar (in stern) is about to enter water ahead of puddle left by No. 2 oar on previous stroke.

CONTINUED ON PAGE 138



New Hy-Drive no-shift driving, now optional in your new Plymouth at extra cost, lets you drive cross-town or cross-country without shifting, and gives you the *smoothest* no-shift driving in the lowest-priced field.



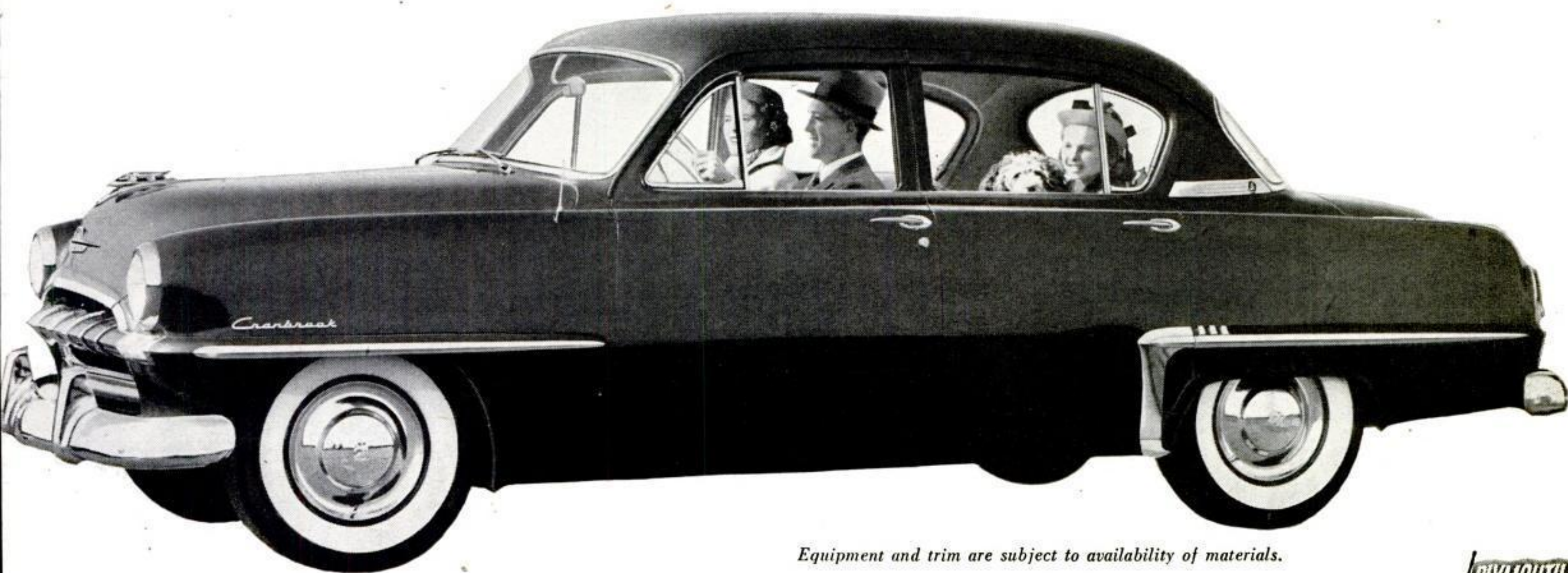
In the new Plymouth 2-door models there's a $\frac{1}{3}$ - $\frac{2}{3}$ division of the front seat. This permits a rear seat passenger to get in or out as shown above without disturbing front seat passengers.

Good ideas that give you more for your money

NEW '53 PLYMOUTH

Call it what you will—sound thinking, great engineering, or just plain consideration for your comfort—we think you'll find that the new '53 Plymouth offers you more of it than any other car in the lowest-priced field. But you be the judge! You have a standing invitation from your Plymouth dealer to look, ride, drive, compare. Then we believe you'll agree:

there's more quality in it—you get more value out of it!



Equipment and trim are subject to availability of materials.

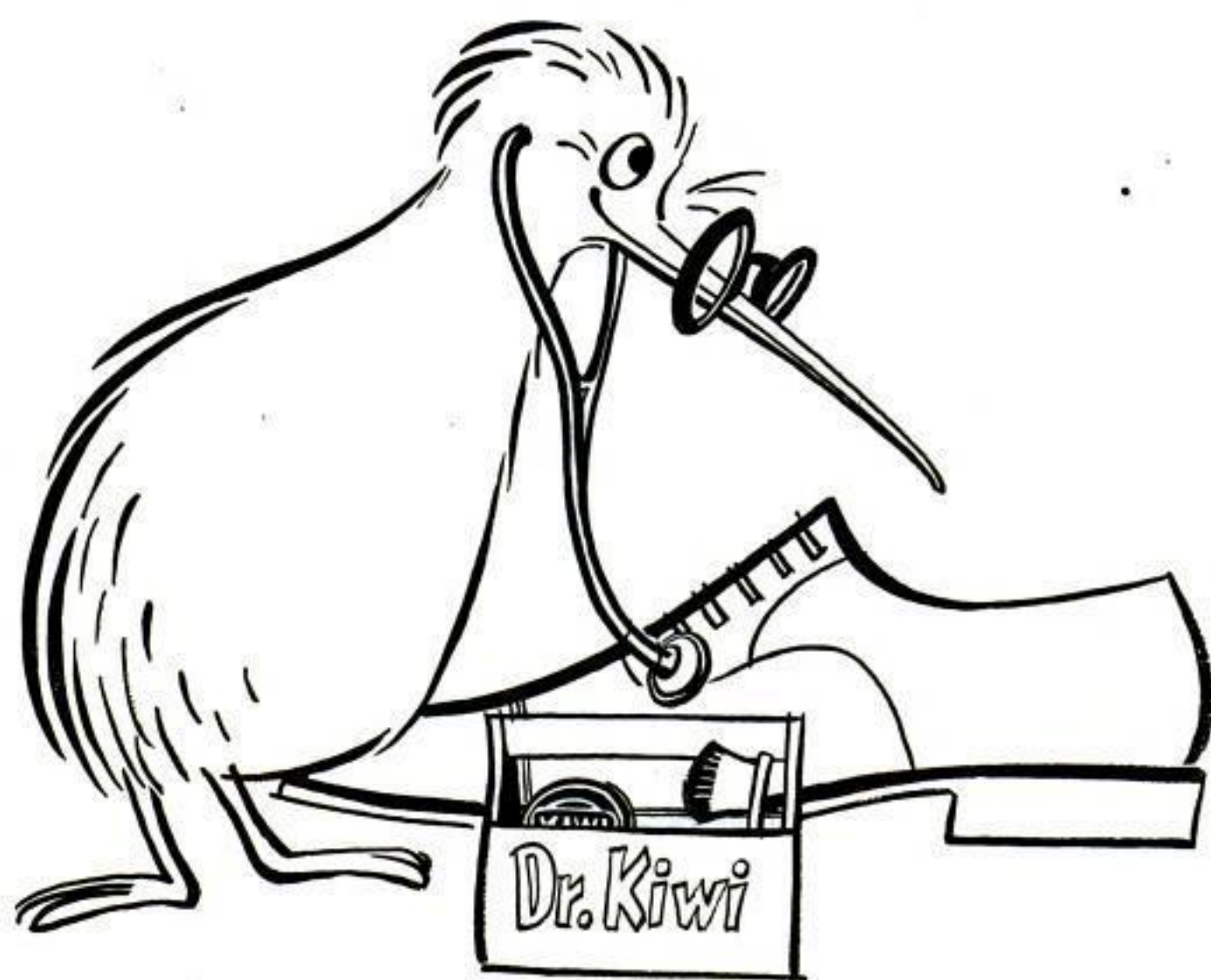
PLYMOUTH — Chrysler Corporation's No. 1 Car



Plymouth offers special models, like this *Business Coupe* with a removable rear seat that gives you a choice of carrying either extra passengers or luggage. Also, the *Suburban* and *Savoy*, with the rear seat that folds into the floor.

Something new for Junior — wire wheels! Of course, his Dad remembers them, but never any like these beauties. *Chrome* or, at a lower price, *painted* wire wheels are available at extra cost.





The shine that keeps leather *alive*

Kiwi gives far more than a brilliant shine. Kiwi goes deep down into the pores. It softens and nourishes the leather . . . brings it back to life. Kiwi gives your shoes a glow of health that makes them look better, helps make them last longer. All colors. Also, new KIWI WHITE SHOE CLEANER.



(Kee-Wee)

KIWI shoe polish

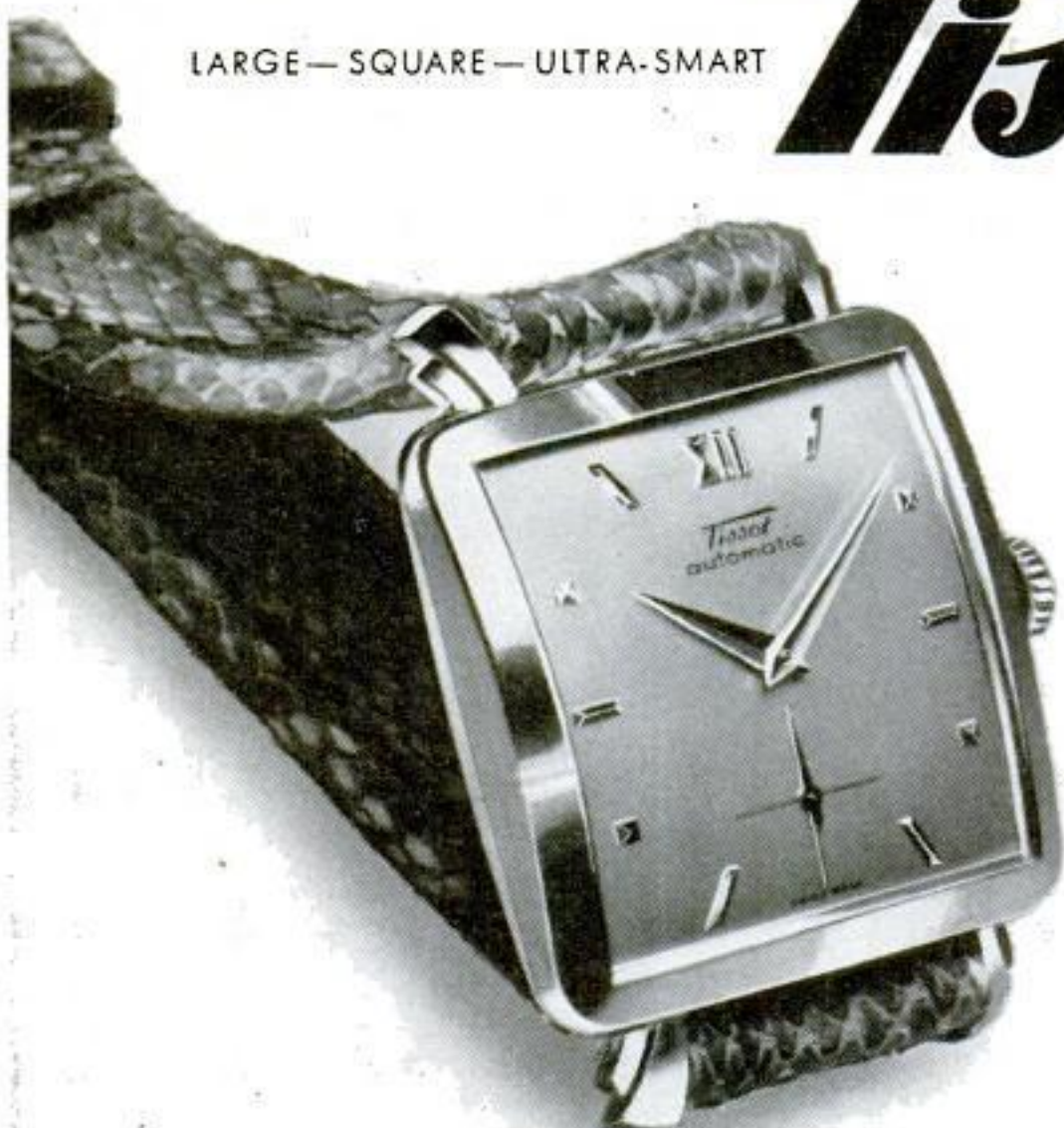
• Brown • Black • Ox Blood • Mahogany • Dark Tan • Mid-Tan • Tan • Cordovan • Blue • Red • Neutral •

The newest in **masculine styling**

LARGE—SQUARE—ULTRA-SMART

Tissot

**AUTOMATIC
MODEL T-400**



14 Kt. Gold

\$175 F. T. I.

Gold Filled, \$100 F. T. I.



It looks and performs like the watch a real man would want. Shock-resistant, non-magnetic, and self-winding, the T-400 combines latest square continental styling with larger size—a smart watch for the successful man.

Tissot Watches are recommended and serviced by fine jewelers the world over.

TISSOT 501 FIFTH AVE., NEW YORK, N. Y.

Navy Eight CONTINUED



TRAINING BARGE, clumsy craft used by Navy early in season, allows coach (center) to inspect his rowers' technique at close range and give advice.



GUIDING GENIUS of Navy crew, Coach Rusty Callow, has a fondness for old hats and layback stroke he once taught at Washington and Pennsylvania.



TRADITIONAL DUNKING of coxswain after race has become standard operating procedure for Navy crew. It is a ritual engaged in only by winners.

Win a Trip to MEXICO on AMERICAN AIRLINES among 2,230 Valuable Prizes

MODGLIN'S Exciting Contest...

DURA-broom SWEEPSTAKES!



**GRAND
PRIZE**

EXPENSE-PAID TRIP FOR 2 TO ROMANTIC MEXICO CITY

Fly in a giant AMERICAN AIRLINES DC-6 FLAGSHIP with 300 m.p.h. speed, pressurized cabin comfort, and attentive service including gracious meals aloft. Then stay 10 days, room and meals paid, at the glamorous DEL PRADO, Mexico City's most fabulous hotel, where visiting Hollywood stars stay.



**SECOND
PRIZE**



LUXURIOUS MINK COAT

Natural ranch mink coat, custom made to your order by Hollywood's finest furrier, Jay of Sloat Furs. Lovely, silky, lustrous natural mink skins will be designed into this exquisite garment for you personally.



STERLING SILVER

Complete service for 8 by National Silver Co., elegant MARGARET ROSE Pattern, solid sterling silver in satin-lined walnut cabinet. Beauty and distinction for gracious entertaining. Proud possession and treasured heirloom!

**THIRD
PRIZE**



**FOURTH
PRIZE**

DIAMOND-STUDDED WATCH

The HELBROS SPLENDOR, a precious diamond-studded lady's watch in 14 Karat gold. With world-famous HELBROS 17 Lifetime Ruby Jewels, this masterpiece of watchmaking is a possession to be cherished forever.

WIN

one of these
valuable prizes!

OFFICIAL ENTRY BLANK

Just Finish this Sentence (in 25 words or less)

"I like my new DURA-BROOM because _____"

Enclose DURA-BROOM cellophane pouch and mail to:
MODGLIN DURA-BROOM CONTEST
Box 2412
Los Angeles 54, California

See the new Modglin DURA-BROOM now on sale at all leading stores. Note its sturdy construction, gay colors, Electrene plastic bristles. Buy it and try it in your home. Prove to yourself how it sweeps easier, quicker, better.

Name _____
Address _____
City _____ Zone _____ State _____

FIFTH PRIZE

AMELIA EARHART FINE LUGGAGE SET



A beautiful 3 piece set, custom-made and elegantly styled—no finer traveling companions anywhere.

GROUP SEVEN

25 SETS OF DAWNELLE DRESS GLOVES



A valued glove wardrobe set of 3 pair, styled for you. Made of DAWNELLE'S exclusive doubleweave Elvette fabric famous for its washability and durability.

GROUP TEN

100 EVANS' COMPACTS



Lovely Evans' compact in smart design—by the same craftsmen who create Evans' other famous products.

GROUP NINE

25 EVANS' MAGIC LAMP TABLE LIGHTERS



A beautiful new Evans' automatic magic lamp table lighter, styled in heavy silver finish. A welcome addition to any home.

GROUP TWELVE

500 EVERSHPAR STAR REPORTER PENS



With the famous Kimberly cartridge—permanent, non-smudging, non-transferring ink.

SIXTH PRIZE

GRACE WALKER SHOES



A wardrobe of 3 pair, by Friedman-Shelby. Smart and fashion right. Recognized by the discriminating as footwear with a flair.

GROUP THIRTEEN

1049 PR. FINERY NYLON STOCKINGS



Luxurious nylons, made by Interstate Hosiery Mills, are the beautiful stockings of the stars. Sheer, lovely, delightful to wear.

GROUP EIGHT

25 EVANS' EVENING HANDBAGS



A beautiful Evans' fitted carryall—with space for lipstick, coins, powder and cigarettes in smart golden finish.

GROUP ELEVEN

500 CORY GLASS COFFEE BREWERS



Famous Cory Regent Model, 4 to 8 cup all-glass coffee brewer—complete with deluxe accessories.

Enter This Exciting Contest... NOW

EASY RULES!

Complete the DURA-BROOM sentence on coupon in this ad or at your favorite store (or use plain letter paper). Print name and address plainly and enclose the cellophane pouch which comes protecting the bristles of your new DURA-BROOM. Send as many entries as you wish but be sure to enclose one DURA-BROOM cellophane pouch with each

entry. Contest closes June 5, 1953. Entries must be postmarked not later than June 7, 1953 and received by June 20, 1953. Entries judged for originality and appropriateness. Judges' decisions final. Duplicate prizes in case of tie. All entries become property of Modglin Co., Inc. Contest open to all residents of continental United States and Canada except employees and families of Modglin Co., Inc. and its advertising agency.

Also try these

PERMA-SCRUB

Buy yours today to make your kitchen chores easier. Keeps hands out of water, cleans faster and better.



other Modglin Products

PERMA-KLEEN

Colorful, sanitary, modern plastic sponge wonder mop. Lightens housework. Get yours at your dealer's today.



MODGLIN CO., Inc. LOS ANGELES • NEW YORK
CHICAGO • DALLAS

© Modglin Co., Inc. 1953

Treat your feet



**Canvas Shoes help you
play or work longer
in greater comfort**

*®

INSIST ON



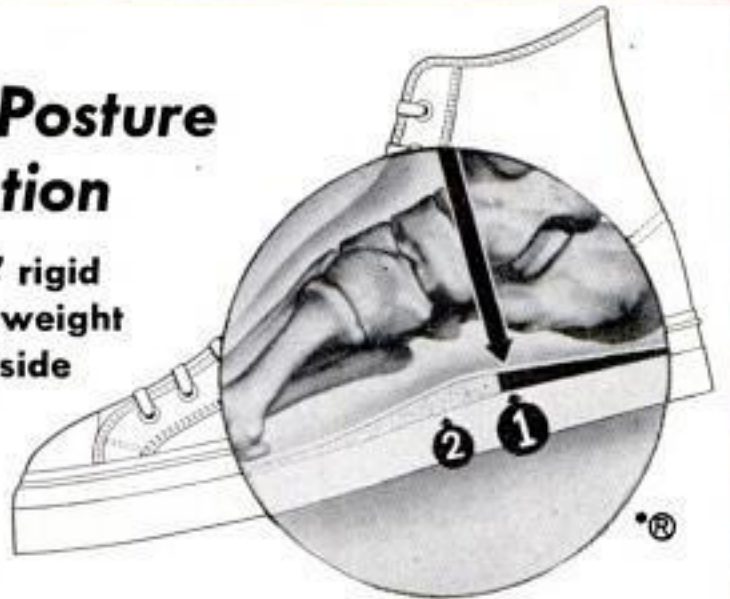
to happy days...

"P-F" means Posture Foundation

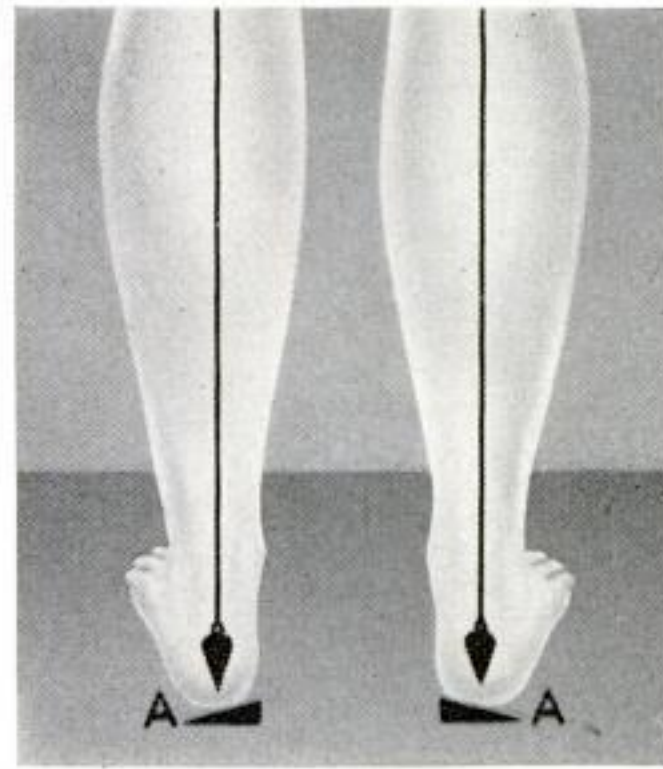
1. The important "P-F" rigid wedge helps keep the weight of the body on the outside of the normal foot—decreasing foot and leg muscle strain.

2. Sponge rubber cushion.

X-RAY DIAGRAM ILLUSTRATES THE SCIENTIFIC PRINCIPLE OF "P-F"



BODY WEIGHT ON OUTSIDE
of normal foot with aid of "P-F" rigid wedge ("A" at right) helps reduce fatigue and increase comfort.



Look for the initials "P-F" on the insole



CANVAS SHOES MADE ONLY BY **Hood Rubber Co.** AND **B. F. Goodrich**



**THE NEW AMERICAN CAR WITH
THE EUROPEAN LOOK**

**Only Studebaker has
this exciting styling and it's
down to earth in price!**

ALL THE sensational new 1953 Studebakers are style-marked with the verve and flair of expensive-looking foreign cars.

But you find that Studebaker has price-marked every model very moderately.

A surprisingly small amount of money buys a brilliantly powered new Studebaker Commander V-8—and a dramatic new Studebaker Champion costs even less. It's one of America's lowest price cars.

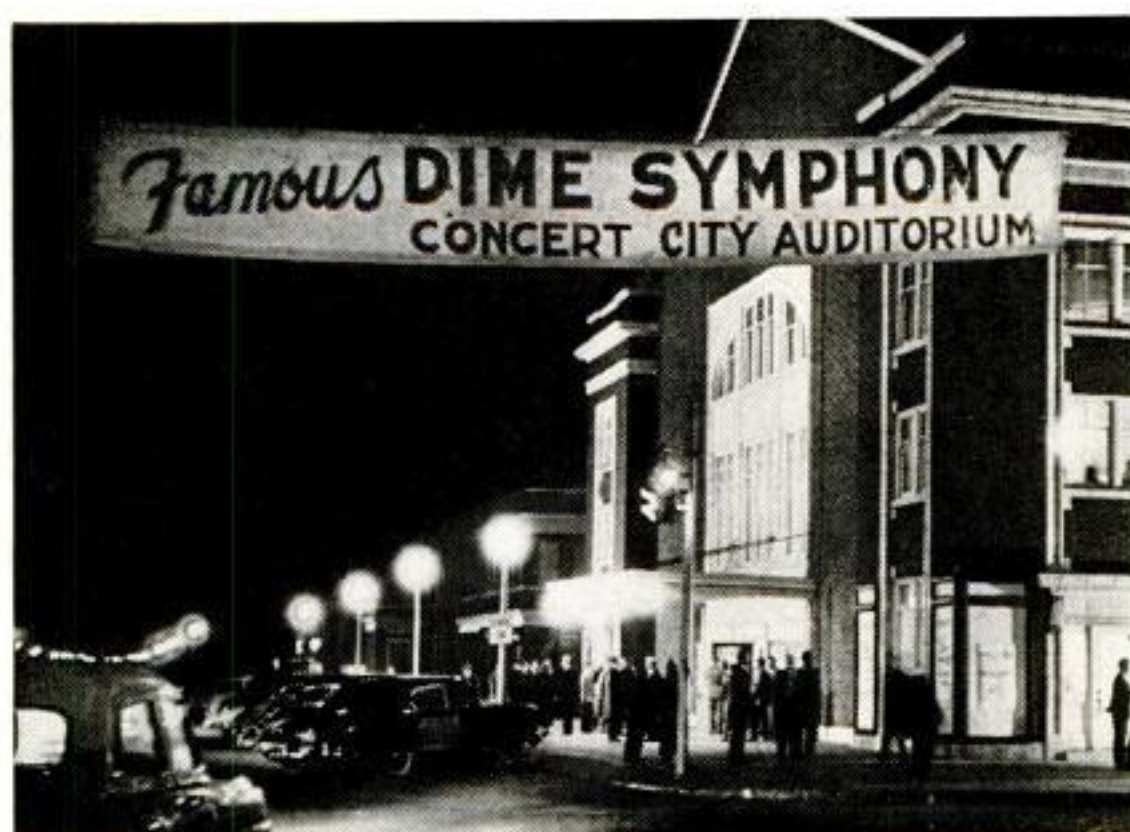
Order your own exciting new Studebaker now—a sedan, coupe or hard-top. Colors galore to choose from. Stop in at any nearby Studebaker dealer's showroom.

'53 Studebaker



Commander V-8 Starliner hard-top. Automatic Drive or Overdrive, white sidewalls, chrome wheel discs—and glare-reducing tinted glass—optional in all models at extra cost.

© 1953, The Studebaker Corporation, South Bend 27, Indiana, U. S. A.



SYMPHONY NIGHT in Hastings, Neb. has 1,400 music fans paying 10¢ admission to the festively lighted Civic Auditorium.

THE CREATIVE MIDDLE WEST

Arts by and for the people enliven and enrich the land

PHOTOGRAPHED FOR LIFE BY WALTER SANDERS

This year the citizens of Hastings, Neb. will pay 10¢ admission for two full-scale symphony concerts, including works of Mendelssohn, Handel and Bach. Because these concerts have been going on for 28 years, the people of Hastings modestly regard them as merely local events. But the Hastings Dime Symphony, in which a bank cashier and a TV salesman, a lumberman and a plumber's wife all perform just for the joy of it, is considerably more than a local phenomenon. The cultural ferment of which it is a part is taking place all over the U.S. But nowhere is the

harvest of arts richer than in the U.S. Midwest—a fact which will surprise only those who—mistakenly—are inclined to patronize that lively region.

This renaissance is not the doing of a few privileged art lovers or a few rarefied artists. It represents many people with many tastes. It dares to be radically avant-garde or frankly conservative. Naturally it often centers around big universities with their wonderfully equipped new studios and auditoriums. But it crops up too in industrial cities or Wisconsin villages, as LIFE shows on these pages.

YOUNG AND OLD WAIT FOR OPENING OF DOOR AT CONCERT, WHICH GETS BIGGER TURNOUT IN HASTINGS THAN MOST MOVIES





FIDDLER'S PROGRESS begins with Strauss and wife leaving daughter at Indianapolis home



(left). He registers (above) in Urbana hotel, glumly inspects an incinerator (above) in Louisville, Ky.,

MR. STRAUSS HAS MUSIC WHEREVER HE GOES

At this point in his life Leonard Strauss of Indianapolis has two consuming interests: trash incinerators and chamber music. He is president and founder of the Lasco Equipment Co. He is also president and founder of the National Association of Amateur Chamber Music Players. Both jobs work together nicely. In his musical role he helped compile a directory of chamber musicians all over the country. Each one is listed by the instrument he plays and is graded by general skill from A to D. Thus if a violinist is listed VI-C, it means his fiddling is only fair to middling.

When Mr. Strauss goes on a sales trip to drum up his antitrash business, he can satisfy his hunger for music by looking up local names

in his directory. A few phone calls usually get together a group of musicians for an evening of quartet playing. Strauss's directory now includes nearly 3,000 names in 43 states. "You can't be in the directory unless you are a player. But," he adds, "you don't have to be any good." The directory has more than musical importance, according to Mr. Strauss. "It often influences members in choosing the places they go on business," he says.

These pictures record a pilgrimage taken recently by Mr. Strauss and his cello-playing wife through Indiana, Kentucky and Illinois. The photographs do not show how successful a business trip it was. But, musically, the Strausses obviously had a lovely time.



MELODIOUS CRONIES in Urbana who join Mr. Strauss in orgy of chamber music are cellist,



Dr. George Clark; Mrs. Strauss, once a professional cellist; music professor and violinist, John Kuypers.



FIDDLER'S HEAVEN was Evanston, Ill., where Mr. Strauss met the best musicians at home of



greet musical friends in Evanston, Ill., and fiddles happily with music lovers back in Urbana.



cellist and banker, Hubert S. Conover (*foreground*). At left Mr. Strauss is doing a nifty pizzicato while

his wife grins. Waving his bow is violinist Henry Selinger, who runs an advertising agency, and at

right is flutist Cyrus T. Read, a Montgomery Ward radio buyer. They played Mozart, Schubert, Brahms.



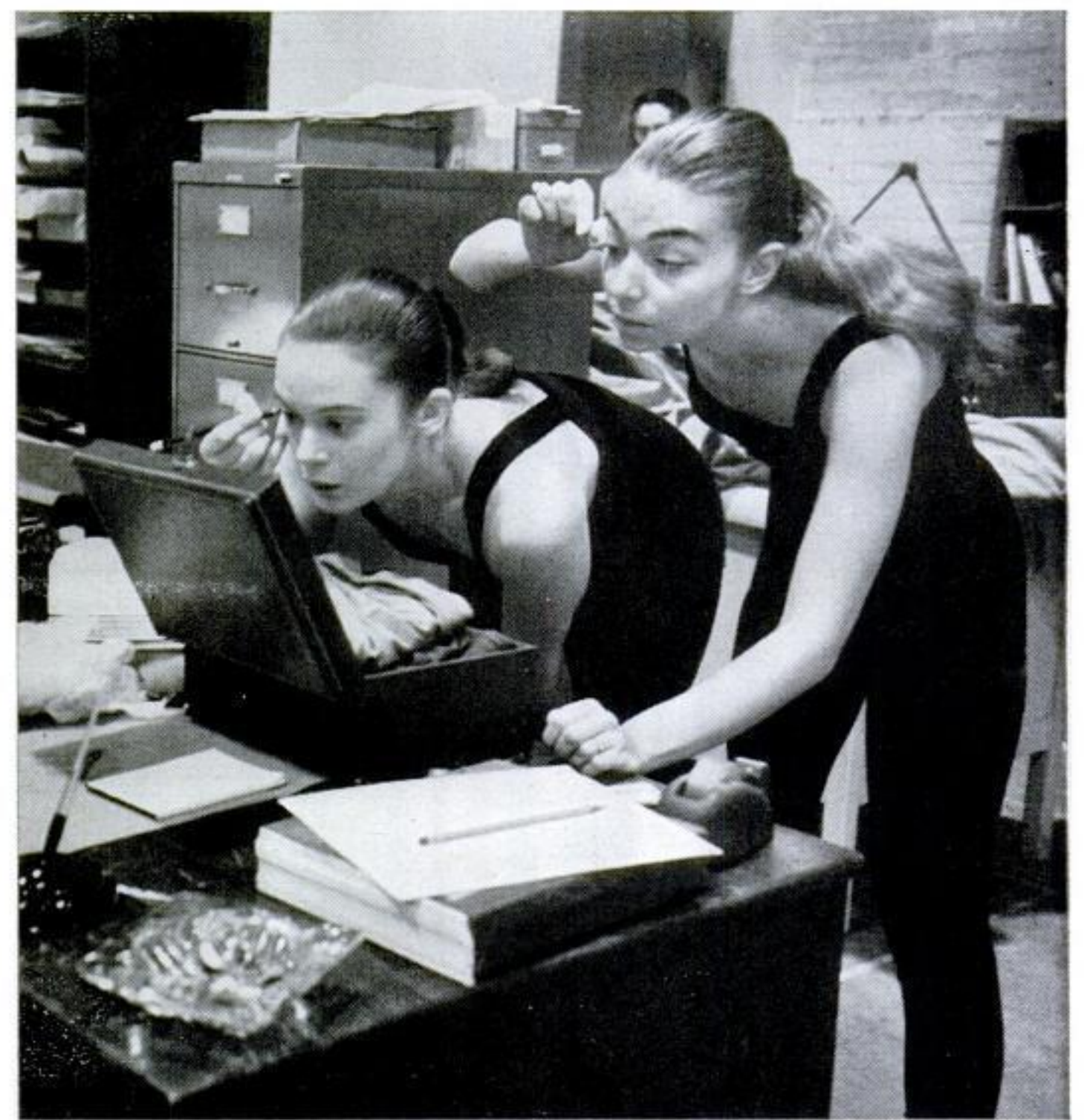
SCULPTURE DANCE for Illinois University TV program has two young teachers twining and turning in an effort to interpret art work called *Family Totem*.



SINGING SALLILEE (shown on cover), a freshman at Indiana who majors in music and studies opera, is coached in a popular song by Dorothea Manski.

A TOTEM BALLET IN ILLINOIS

The greatest number of participants in the cultural ferment of the Midwest are found in the big universities, where there is a remarkable freedom to experiment in old and new forms. While Indiana gave a new setting to a traditional work like *Parsifal* (opposite page), Illinois staged its annual modern arts festival. One offering was a ballet for TV, *Dance around a Piece of Sculpture*. Starting with an abstract sculpture called *Family Totem*, the dance made a highly original attempt to create variations on an inanimate object with twisting bodies and fleeting shadows.



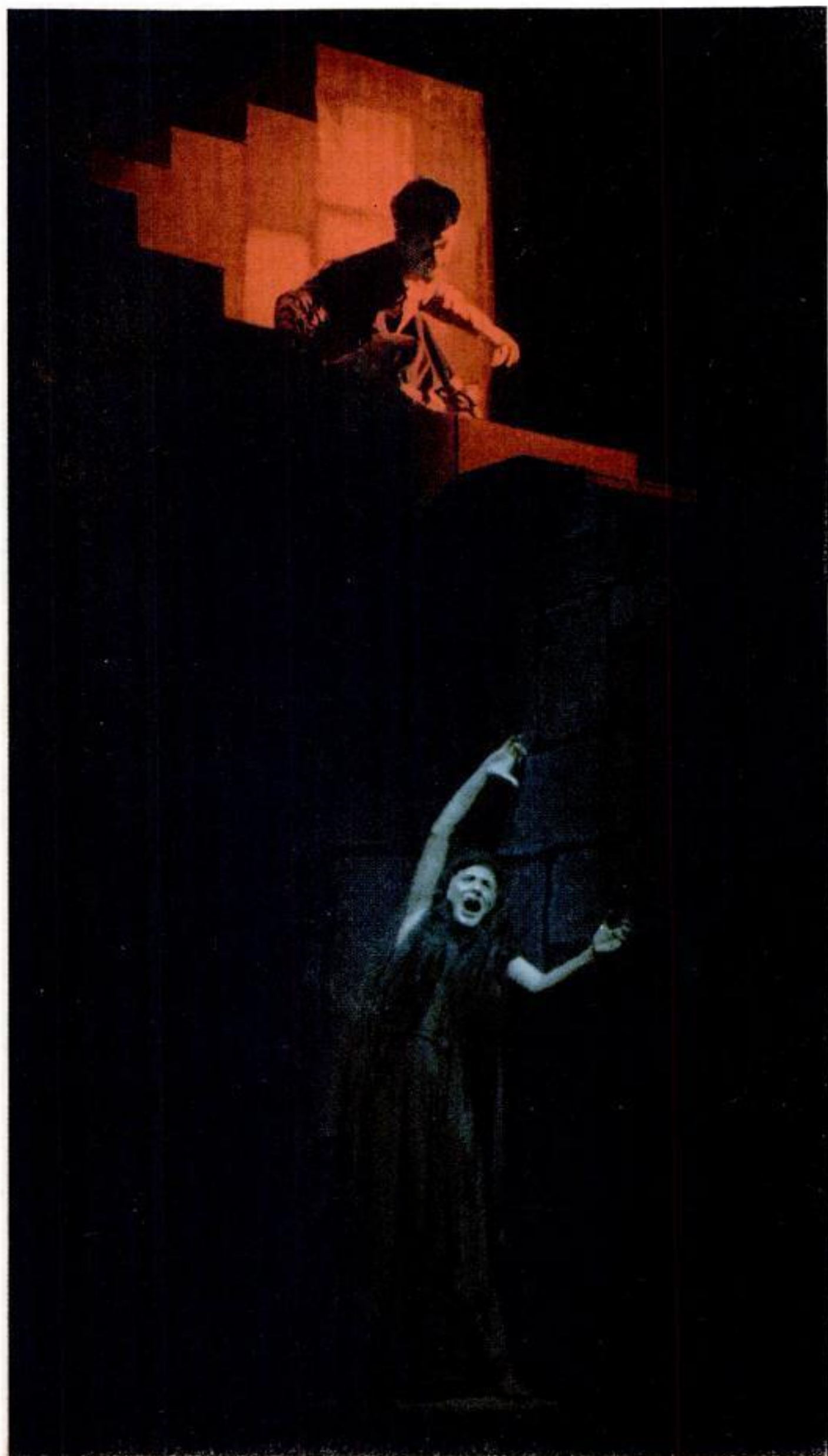
DANCE DEVOTEES at Illinois University, Virginia Freeman and Miriam Rosen, put on television make-up before going into their esoteric totem dance (left).



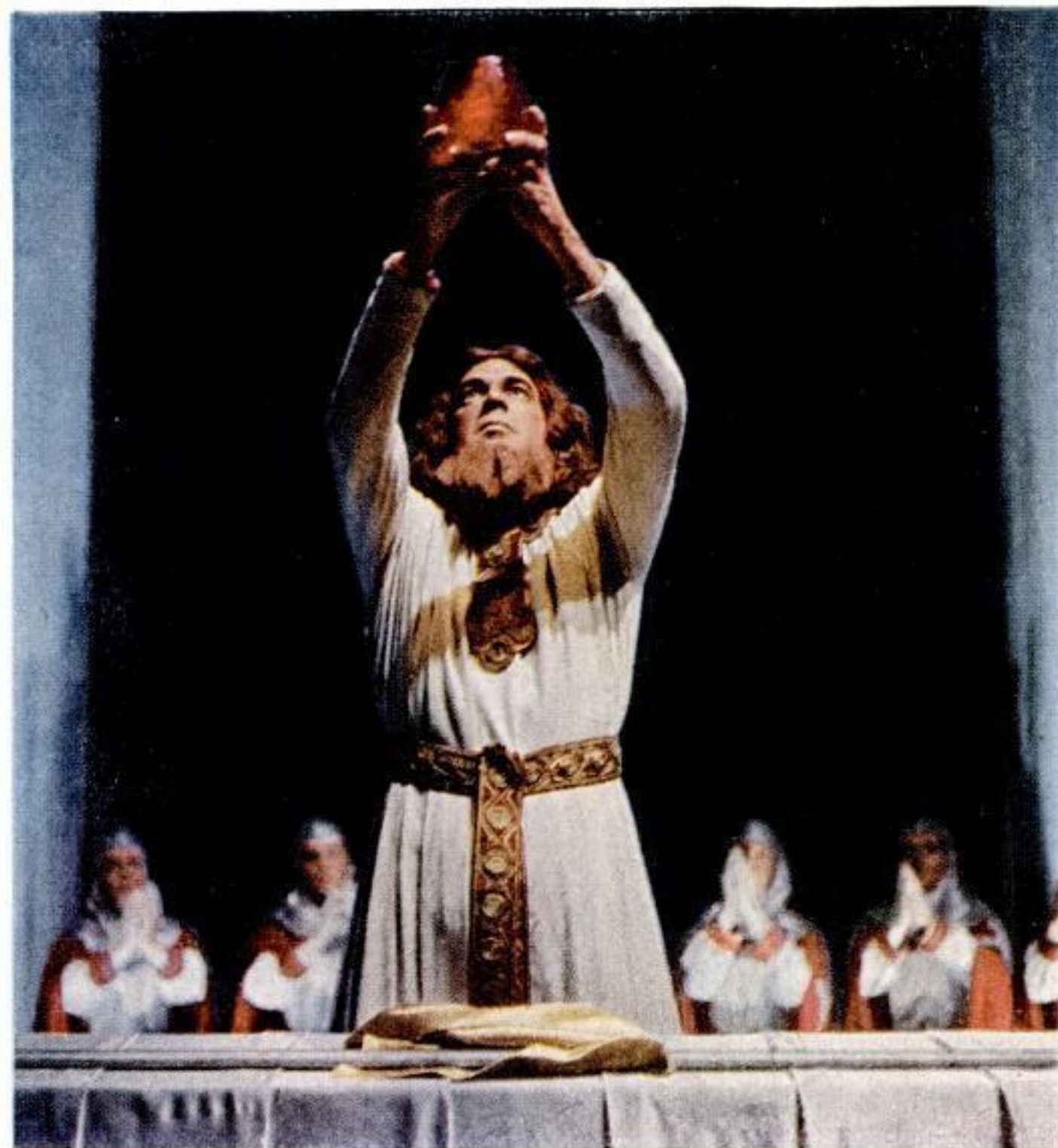
IN HALL OF THE GRAIL in the university's *Parsifal* the guileless wanderer Parsifal (*right*) watches King Amfortas (*center*) about to unveil the Holy Grail.

A WAGNER WORK IN INDIANA

All through the year the campus at the University of Indiana at Bloomington is a musical place. The noted Berkshire Quartet is in residence and the department's 500 students and 100 staff members give some 375 concerts a year. Most impressive event of the year is a performance of Wagner's *Parsifal*, illustrated here in pictures by Ralph Crane. Performed in English by 160 students of the Opera Workshop, it does not always have professional singing. But it is given majestic settings and dynamic staging which beat hands down the *Parsifal* given by New York's Metropolitan.



SINISTER BEAUTY, Kundry, is urged by evil magician, Klingsor (*top*), to lure Parsifal to the delights and perils of the flesh and thus bring about his downfall.



PARSIFAL'S GODLINESS is recognized in the final scene when he becomes the king in place of Amfortas and raises up the Grail which glows with holy light.

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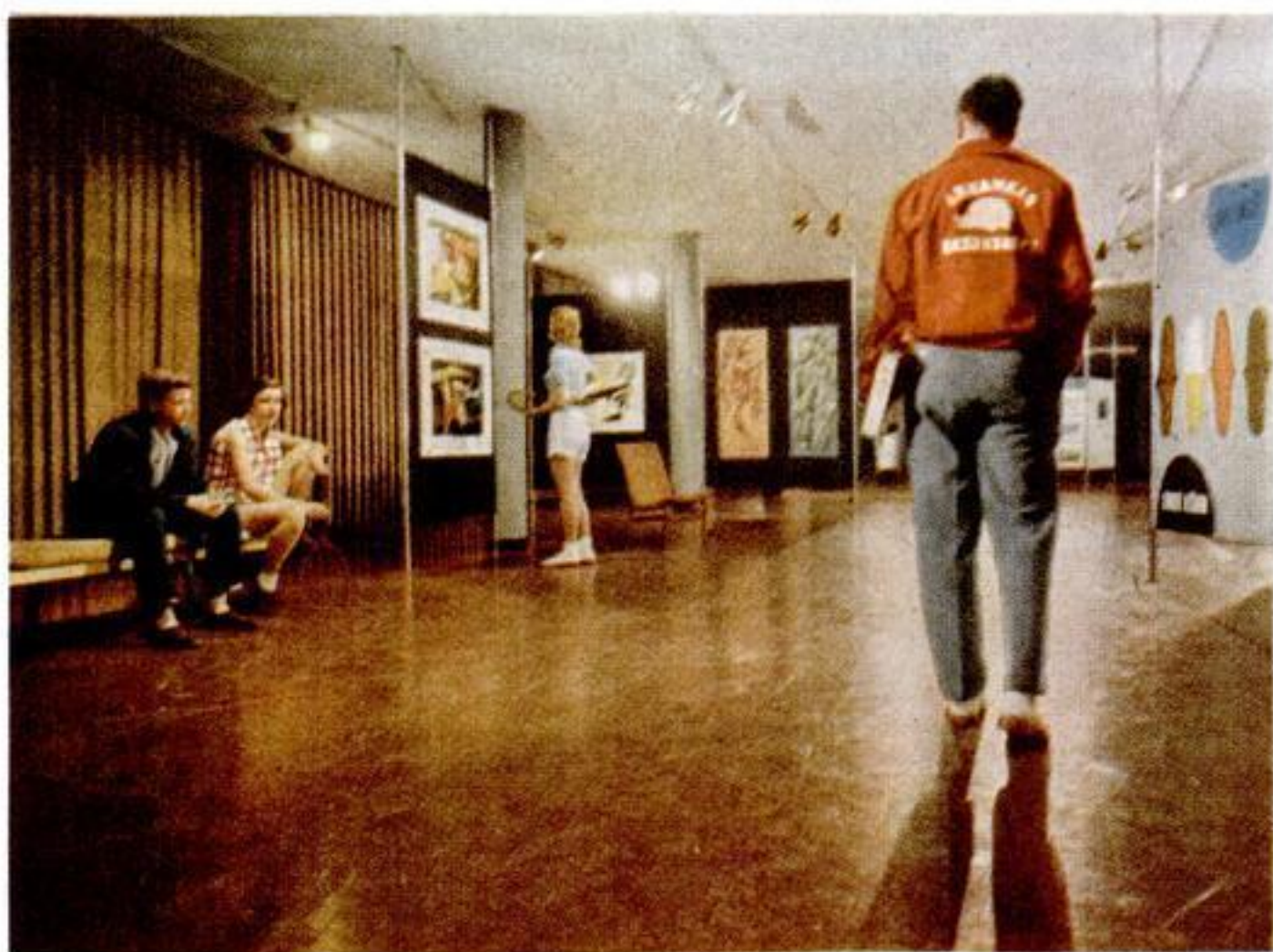


ARTS BUILDING at the University of Arkansas includes gallery, theater, concert hall, studios, and is an inviting place for students to stroll or study in.

NEW ART CENTER FOR ARKANSAS

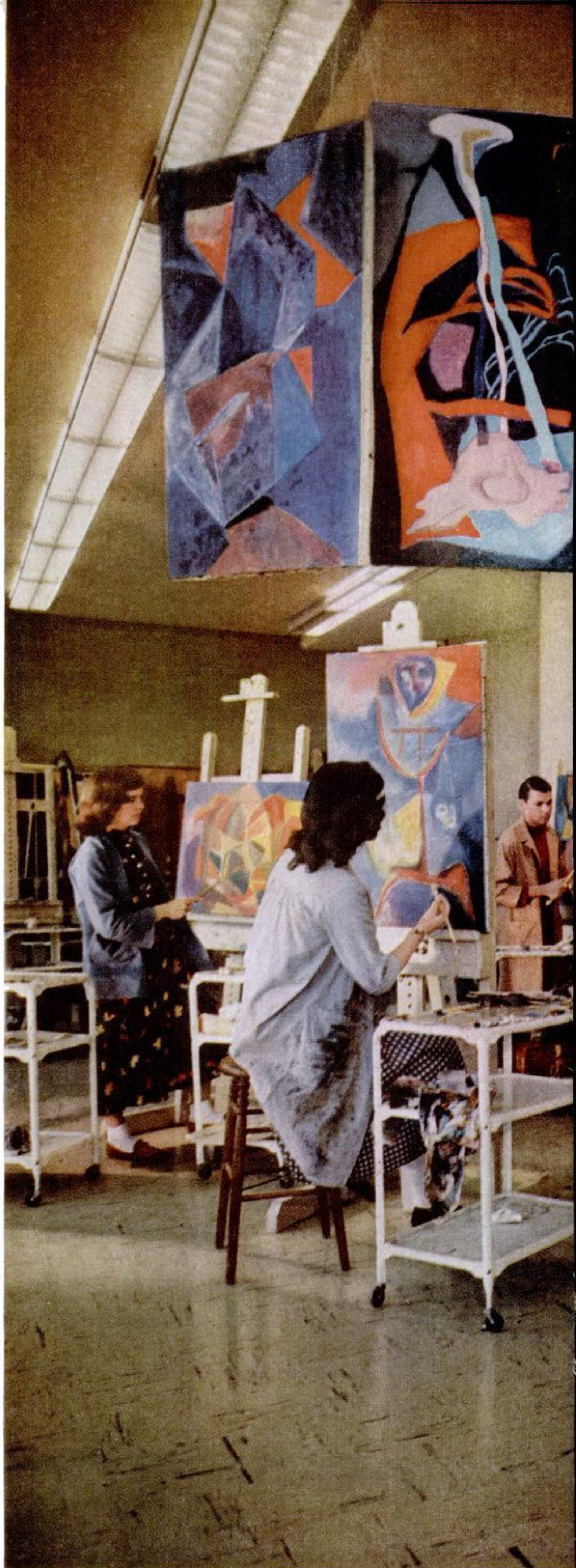
In 1946 the University of Arkansas at Fayetteville hired a new chairman for their small art department. He was a young Ozarkian named David Durst, painter himself, who contended that workshops and studios were just as important as art history courses and that all the arts should be housed together. He was heartily supported by the university's former president, Lewis Webster Jones. The two men quietly dreamed up a new art center which would combine under one roof the departments of music, architecture, drama, along with new painting and sculpture classes. They got a famous architect and Arkansan, Edward Stone, to draw up plans for such a building, and the state legislature boldly agreed to pay for it.

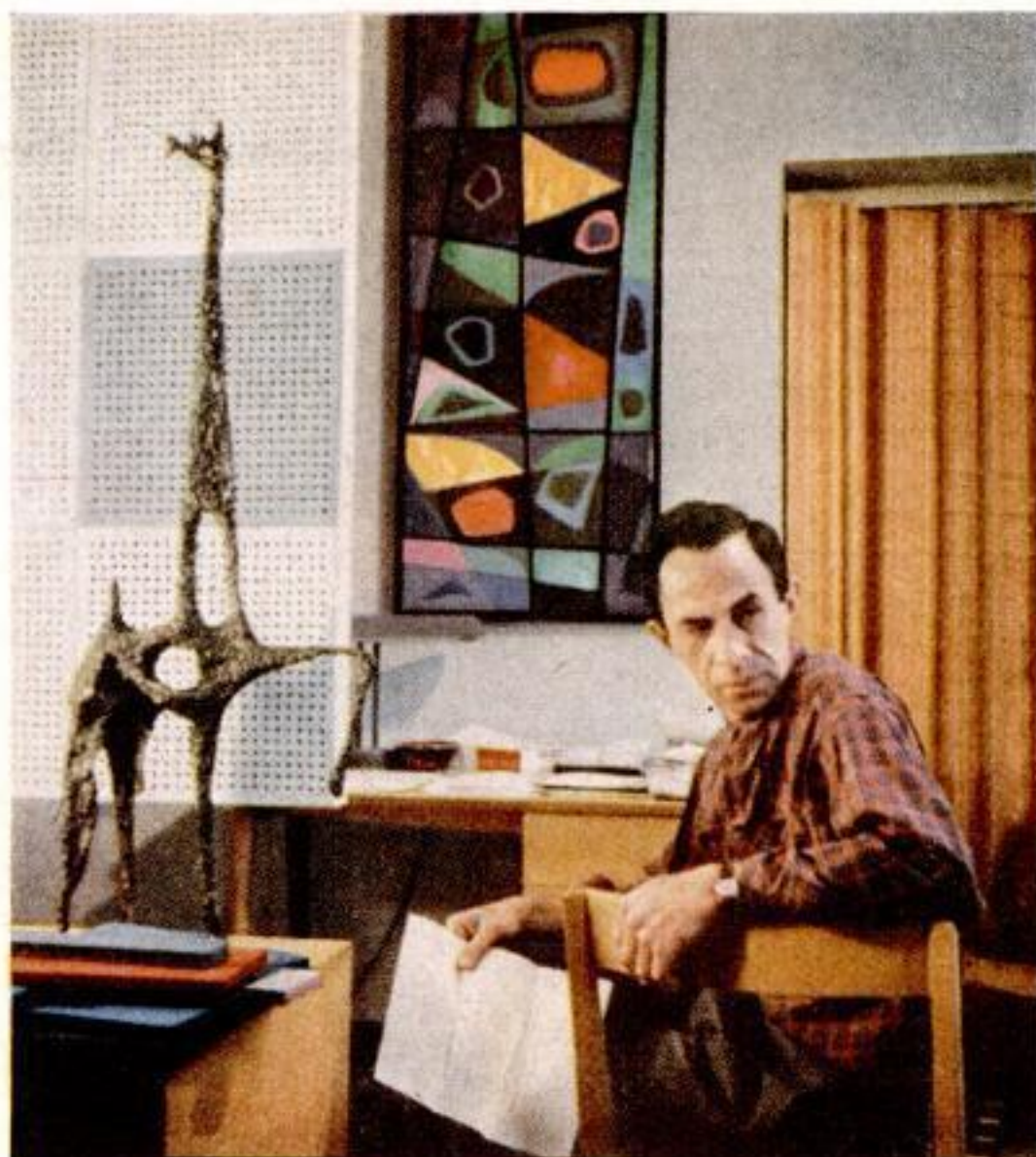
By 1950 the pleased and startled citizens of Arkansas discovered they had the handsomest art center in America. The percentage of the university's students enrolled in art courses doubled, the art staff tripled, funds for maintaining the art departments increased more than fivefold. People from all over the state came to the exhibitions, plays and concerts; and, clearly influenced by the new center, 14 modern homes and buildings, including a Lutheran church, sprouted in Fayetteville almost overnight.



CAMPUS THOROUGHFARE is gallery, where 14 exhibits a year are held. Students often pass through here on way to auditorium, gym and tennis courts.

ARKANSAS AVANT-GARDE finds expression in classes taught by Edward Millman (*right*), who encourages students to experiment with abstract paintings.





CHAIRMAN of the University Art Department is David Durst, aged 41. On desk is giraffe done by teacher in sculpture department. On wall is a painting by Durst himself.

NUDE STUDY uses living model along with abstract patterns painted on glass and rigged up in a classroom to demonstrate relation between human and abstract forms.





THE PAINTING MILLERS turn Wisconsin parsonage into an art studio. With visiting Kentucky cousin (left) watching, the whole family paints. The

artists are (left to right) Mr. Miller; Luke, 4; Ruth, 8; Faith, 10; Martha, 2, who uses finger paints; Norbert Jr., 7; Mrs. Miller and Mary Lydia, 12.



MOTHER MILLER takes part in recent family project in which all Millers did pictures of churches.

PAINTS IN A PARSONAGE

Art in the Midwest also burgeons in unexpected places. In the village of Wauzeka, Wis., with his wife and six children, lives the Rev. Norbert Herman Miller of the Evangelical United Brethren. Over the kitchen sink and big oak sideboard, in almost any corner of their seven-room house, the walls are bright with pictures, all hand-painted, all shaped in the hesitant geometry of the untutored primitive, all the work of the eight painting Millers.

Art first came to the Miller family on a Sunday morning seven years ago when Mrs. Miller found it difficult to shush her children

who sat beside her in church while their father preached. Inconspicuously she took to drawing pictures, and her children, absorbed in the new game, tried to copy what she drew. Then the oldest child, Mary Lydia, aged 5, began to draw by herself on weekdays. "Mary Lydia was the one who really got us all started," says the reverend. Now the Millers have painting sessions almost every afternoon, go in mainly for landscapes and still lifes and win prizes in the University of Wisconsin's statewide art competitions. "All things are possible to him who believeth," quotes the reverend.

GALLERY IN A GROCER'S

For two weekends this spring Eau Claire, Wis. was subjected to a searching scrutiny in oils and watercolors. Seven young painters came down from Minneapolis, set up their easels around the streets and bridges and painted the town's landmarks: grain elevators, churches, rooftops clustering in the valley. Their paintings were put on sale in, of all places, the Red and White Food Store.

This invasion was planned by the artists in an attempt to solve every painter's problem: how to make a living by art. It began when they enlisted the support of James A. Slocum, a wholesale grocer. Slocum agreed to pay for

the artists' room and board and show their paintings in his stores. Last year, at the first invasion held in Waseca, Minn., only five paintings were sold. This year in Eau Claire eight were sold for \$210.

From James Slocum's point of view the experiment was a triumph. Gross sales in the Eau Claire supermarket during the exhibition jumped from \$6,000 to \$8,000 a week. The artists, in addition to money, got free outings, saw new places to paint and had their share of publicity. In Eau Claire the newspaper published their daily whereabouts so people could go every day and (below) watch them work.



ART WITH VICTUALS is hung so shoppers can see and maybe buy painting along with pork chops.



ARTISTS AND AUDIENCE cluster on Dewey Street in Eau Claire. The painters chose this spot because the old grain elevator (center) along with building

shapes and faded billboards made unusual compositions. The audience gathered simply to gawk. One artist, however, sold his picture for \$5 to a passerby.



THREE CASTS in front of theater, which used to be church, are from three plays given at once: (lt. to rt.) *Ladies in Retirement*, *Mister Roberts*, *Othello*.

"OTHELLO" is given a stylized production on steps and platforms in former Christian Science church which lends itself well to dramatic spectacles.



CLEVELAND ENJOYS DIVERSE DRAMA

The Cleveland Play House, which began in 1915, had its first quarters in a converted stable. Then it graduated to a Lutheran church. In 1928 it built its own home, which includes two theaters. Now it has had to expand again to include another church. In its three theaters the Play House puts on some 22 shows a season—everything from Shakespeare to Broadway hits to grand-scale operettas. Some 185,000 spectators see the productions in the eight-month season, paying a flat \$2 a ticket or \$17 for 10 shows. Anybody who goes regularly to the Play House gets an education in world drama unsurpassed anywhere in the U.S.

The Play House is run by a permanent staff of 70 directors, actors and technicians, who put on all its shows—hiring additional talent as needed. But quite aside from its productions the Play House gains a special vigor from the way it serves, and is served by, the community. Five hundred children attend Saturday morning theater classes. Free instruction is given to 40 apprentices from all over the U.S. The Play House is continuously a social center for groups of top Cleveland businessmen and other subscribers who give Dress Rehearsal parties and make first nights a gala event. The Play House is a success story because it has proved that having a good time and enjoying good art can take place simultaneously.



CHANTING YOUNGSTERS rehearse *H.M.S. Pinafore* to be given at eight public performances. At left is Director-Actress Harriet Brazier, wife of Frederic

McConnell (below). Man with glasses is Music Director Jack Lee, pinch-hitting as soloist during rehearsal of *Admiral of the Queen's Navee* song for boy who was ill.



DIRECTOR since 1921, Frederic McConnell, once a lawyer, became the Play House's guiding spirit.



CHILD ACTOR David Strand is one of 500 youngsters who attend regular Saturday morning classes.



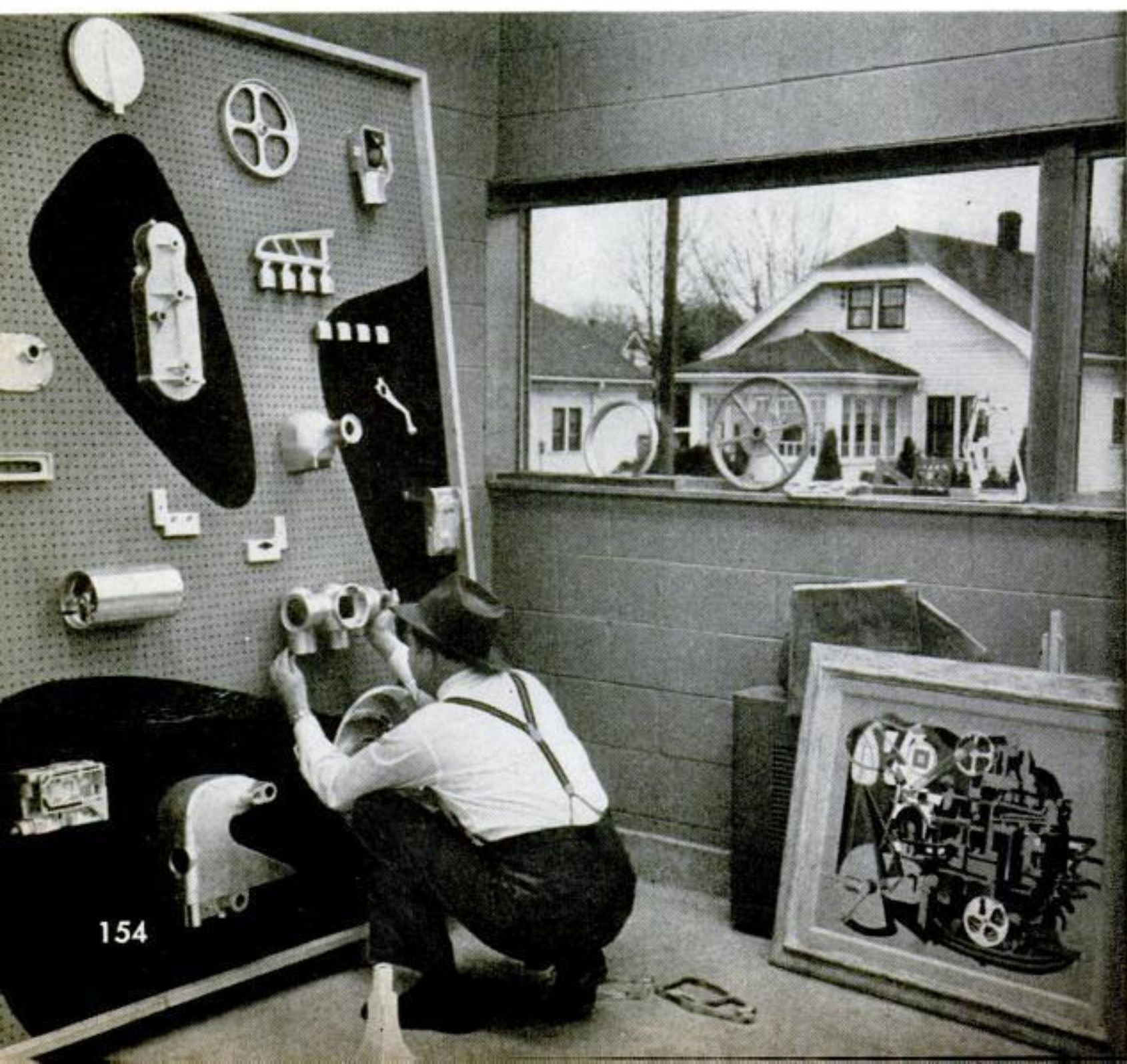
APPRENTICE Elizabeth Ingleson in *Ladies in Retirement* has to imitate hissing teakettle offstage.



IN BUSINESSMAN'S HOME Orville Bulman of Grand Rapids has painted for pleasure for six years, sells almost every work. His proud wife watches.

THE FERMENT GOES ON ALL OVER

The healthiest sign in the whole Midwestern renaissance of the arts is that it spreads all over the place. In Grand Rapids, Mich. a matter-of-fact citizen, Orville Bulman (*above*), is a perfect refutation of the old notion that businessmen are too unromantic to become artists. In Wisconsin an aluminum factory—not the place where you would expect to see a fine arts exhibit—displays all kinds of paintings. In a school gymnasium thousands of schoolchildren, led by a 78-year-old song master, sing folk songs with absorbed and innocent rapture. Such examples of creative energy are not ubiquitous in the Midwest. You will not find painters on every street corner or symphonies in every county seat. But in gathering the harvest of arts many thousands of Americans are finding much to enrich or enliven their days and to console or nourish their spirits.



MIDDLE WEST CONTINUED



IN A FACTORY, Meta-Mold Aluminum Co. at Cedarburg, Wis., a display of parts inspired famous Artist Charles Sheeler to paint abstract picture (*right*), now part of factory's fine art collection.



IN HIGH SCHOOL GYM at Stevens Point, Wis., Edgar B. Gordon, aged 78, who is beloved all over the state as "Pop," leads 2,500 schoolchildren and some teachers in festival of songs that Pop taught them over the radio. Children came in buses from as far as 60 miles away, represented 120 schools in five counties.





THE TRUTH ABOUT KOREA: PART II

HOW WE CAN WIN WITH WHAT WE HAVE

Our allies, firepower and the lessons from combat
can end the self-imposed and senseless stalemate

BY

James A. Van Fleet

ON my eighth day in Korea, when the Chinese Reds opened their big spring offensive of 1951, the ROK 6th Division was up in the front lines between two American outfits. These South Korean soldiers were moving forward slowly and cautiously over some of the most mountainous terrain of all, trying to find out what if anything lay ahead in that sector. Suddenly they found themselves in front of a mass wave of Reds. What happened then was a major debacle.

The front-line units of the ROK 6th Division simply disintegrated and disappeared. Division headquarters, alarmed when radio reports stopped coming in, found that we had no front line at all in that sector. There were just a few stragglers here and there trying to escape to the rear. The Chinese were pouring through mile after mile without opposition. There was nothing we could do about it. The Reds sent a column through the hole and it went 25 miles deep into our territory before it lost its momentum. On the shoulders of this penetration the two American units were desperately threatened with envelopment.

The air was thick with condemnation of the Roks that day! Everywhere—in the nearby battle lines and at headquarters all the way back to Seoul—our soldiers were damning the South Koreans. At the first sign of trouble they had collapsed; they had threatened our whole Army with extinction. They were just no good and it was useless for us to be getting shot at 5,000 miles from home in our futile effort to help them.

Such were the first hasty conclusions. But what were the facts?

The ROK 6th Division at that time consisted of 10,000 soldiers to whom we had furnished only the most limited firepower. They had rifles and light machine guns.

They had no heavy machine guns. They did not even have hand grenades. They had a few 60- and 81-mm mortars—no heavy 4.2 mortars like those the U.S. troops were using—and very little mortar ammunition. What few artillery pieces they had, less than a single battalion of 105-mm howitzers, were practically useless because of the lack of roads where they were fighting.

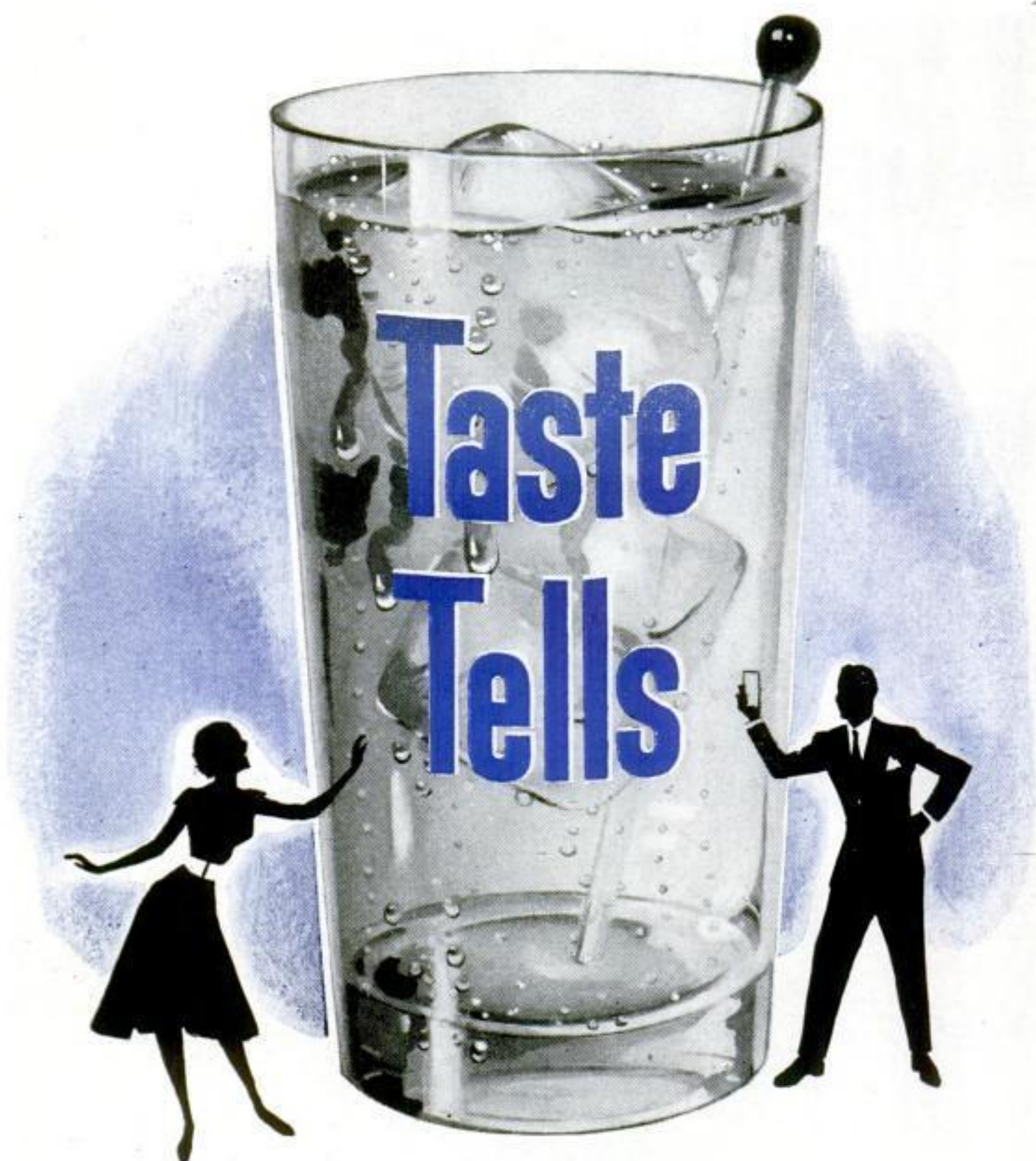
These 10,000 lightly armed soldiers had run right into the maw of a mass Chinese attack; they had collided with no less than four full Chinese armies advancing at full tilt. Out of the 10,000 Roks, 6,000 were quickly killed or wounded. The others had no choice but to flee.

I saw nothing disgraceful about the 6th Division's defeat. (The same fate hit the U.S. 106th Division when it was overrun by the German offensive in the Ardennes in December of 1944.) As soon as the battle quieted down I insisted on restoring the 6th Division to full strength. We carefully put it back together again, out of the officers and men who were left and the 6,000 newcomers who had to be brought in, and this time we gave it some firepower.

At the same time something happened that I did not learn about until later. General Chang Do Yung, the commander of the 6th, felt so disgraced by his defeat that he and some of his fellow officers organized a secret society called the Yellow Tigers. They solemnly swore that none of them would ever again give up a foot of ground, or permit their troops to do it, except on express command from a high headquarters.

General Chang and his fellow officers and their men were determined to regain face. They did. They were back in the battle line by the time of our May counteroffensive, fighting between the U.S. 7th and 24th divisions. They gained more ground

← **MASSED ROKS**, eager to learn and to fight, give dead-serious attention to an infantry training demonstration.



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WHAT'S
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PROCESS THAT KEEPS
DRINKS LIVELY LONGER.



WHAT'S FLAVOR-
BALANCED
FORMULA?

ANOTHER CANADA
DRY EXCLUSIVE
THAT POINTS UP
THE FLAVOR OF
ANY DRINK.



...MAKES DRINKS
TASTE BETTER!



A KOREAN HERO, General Chang Do Yung, talks to General Van Fleet, who admires him for restoring ROK troops' prestige after humiliating defeat.

VAN FLEET CONTINUED

over rougher terrain than any other unit on the central front.

In the 22 months I was in Korea the reconstituted 6th Division was in the front lines constantly thereafter except for a four-week breather. For the last 14 months it has held one of the most crucial and hardest-fought sectors without any relief at all.

Regardless of anything else you may have heard, the Korean is a great soldier and a wonderful ally. I have always believed in developing loyal allies. And I have never seen much sense in trying to judge a man's fighting qualities until you have given him enough training and enough firepower to stand up in battle.

There are peoples all over the world who are firmly on our side with their minds and hearts. They will gladly be on our side with their muscles as well, provided we go to the trouble of getting them started with their training and equipment. This is perhaps the only way the world can be kept free in the long run, for the U.S. can never hold all the possible fronts against Communism by itself. Our aim should always, in my opinion, be to help our friends to help themselves.

When I went to Greece in February of 1948 to help the Greek army fight the country's Communist guerrilla bands, I had heard some fairly uncomplimentary things about the Greek soldier. I soon discovered why. The Greek soldier had practically no training or equipment and no over-all plan of operation. He was being used just to sit around on guard duty, waiting fearfully for the guerrillas to strike where and when they felt like it.

At that time the guerrillas held most of Greece's rural areas and were within 13 miles of Athens. By 1949—when the Greek soldier had been trained, equipped and given the mission of attacking the guerrillas in their own lairs—the army was methodically wiping them out.

The Greek proved himself a very hardy soldier. He got along with little, endured hardships, took suffering, learned fast, obeyed orders and was inspired by the cause he believed in. I found that the Korean is a similar sort of man and perhaps even harder. His faith and morale are superb, and he knows exactly why he is fighting. He has seen the results of Communism with his own eyes; someone in his own family has been killed or kidnaped or had his property stolen or destroyed. All his leaders, from the Republic of Korea government on down to the local leaders of town and village, help inspire him to the fight. The women, as individuals and through

CONTINUED ON PAGE 160



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A HUMAN TRAIN of the Korean Service Corps lugs food and ammunition to our forward troops over hilly terrain where no vehicles can hope to travel.

VAN FLEET CONTINUED

all their organizations, are 100% behind the war. They cannot stand to see a man of military age at home; if the men ever faltered the women would demand to carry the guns.

The Roks now number over 600,000. We have trained about 20,000 of their officers—over 1,000 of them in military schools in the U.S. They are organized into 16 divisions and are capable of producing four more divisions immediately and maintaining all 20 divisions indefinitely in hard battle. They hold two thirds of the front line today. They are great fighters, and all the American soldiers returning from Korea today, having watched them when they had sufficient training and equipment, will tell you so.

Besides the Roks, our own U.S. troops and the other U.N. units have the invaluable help of the Korean Service Corps, the unsung heroes of the war. As far as I know there has never been anything like this outfit in military history. It represents a sort of conscription of civilian manpower; its members are men exempt from the military draft. From 35 to 60, all Korean men are subject to being called up into the Service Corps, where they serve for a minimum of six months, doing everything to help win the war short of actually firing a gun. I found the Service Corps existing in an informal way when I arrived in Korea, and I am happy that I was able to formalize and expand it. We arranged to feed the corpsmen, clothe them in our old uniforms and fatigues and give them the equivalent in Korean hwan of about \$20 a month in U.S. money to send home to their families. The ROK government gives the men a certificate of loyal service, like an honorable army discharge, when they finish their tour of duty.

In just as full measure as the ROK army deserves credit for military bravery and efficiency, the Korean Service Corps deserves our nation's eternal thanks and honor. The corpsmen are brave men, too; they work right up at the front lines and often move in just behind our first attack wave; thousands of them have been wounded or killed. They perform dozens of chores for our Army; they unload trucks, build roads, clean weapons and take over KP duties. When the battle rages and our troops make an important advance, taking over a new hill, the Korean Service Corps performs its most valuable job of all. In terrain where no truck can travel, the corpsmen carry in our supplies—our heavy timbers for bunkers, our ammunition and rations. They are used to carrying things on their backs, these Koreans, and they can perform incredible feats of strength and endurance. As small as he is in stature by our standards, the Korean can in a single day shoulder a pack of 100 pounds, start out uphill, carry his burden for 10 miles, set it down and return to the starting point.

There are 100,000 men of the Korean Service Corps attached to our Eighth Army. Without them we should certainly have to send at least another 100,000 men of our own to Korea and perhaps even more, for these allies of ours do things that we ourselves could never do. They are a good right arm to our soldiers, and every man in our Army has been happy to see them approach, sometimes bearing a heavy wooden box of ammunition and sometimes in easier days a five-gallon container of ice cream done up in an insulating wrapper. Hard as the work is, they seem to love it,

CONTINUED ON PAGE 162



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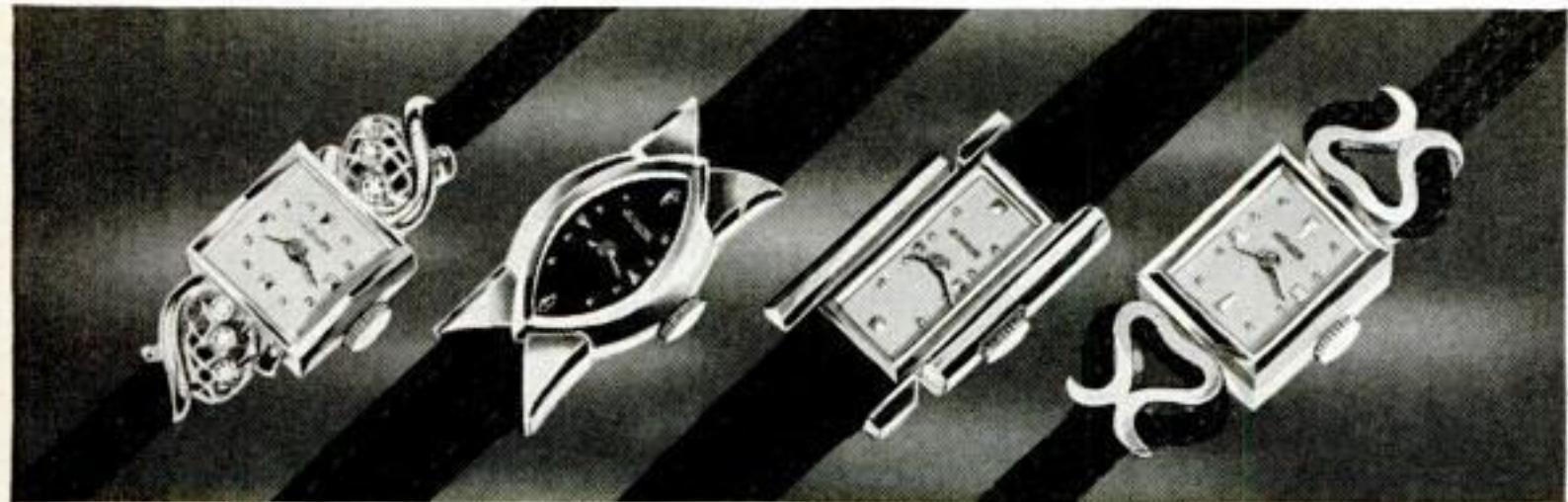
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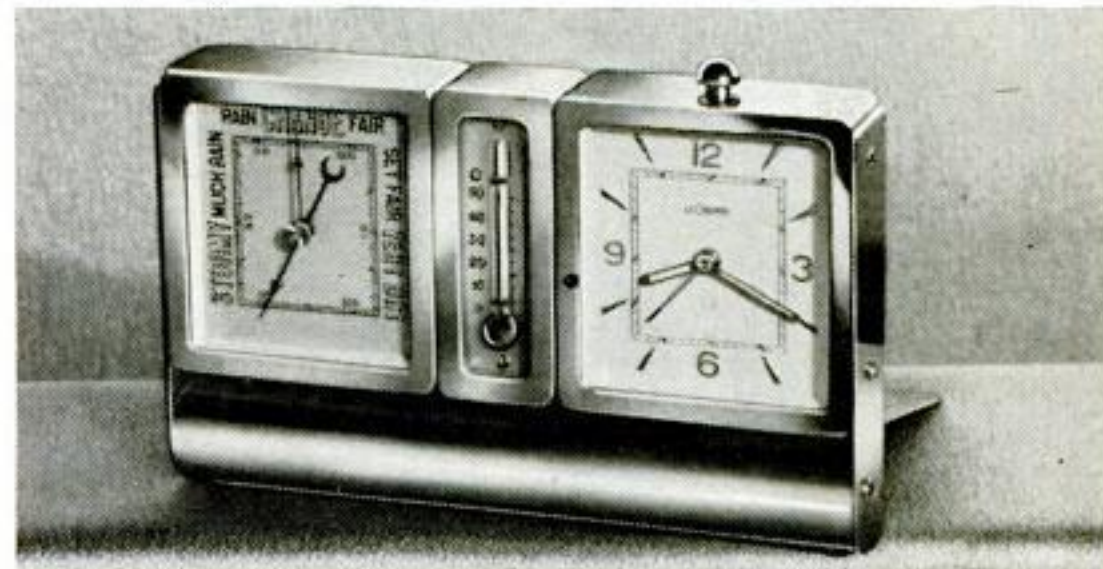
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KOREA'S INDOMITABLE PRESIDENT, Dr. Rhee, waves cheery good-bye after inspecting his troops at a ROK training camp with General Van Fleet.

VAN FLEET CONTINUED

and one of the most heartening sights in Korea is to watch one of these men gradually begin to consider himself a proud and integral part of the American unit to which he is attached.

In a very important way the Korean Service Corps provides the antidote to the problem of our soldiers' brief service in the Eighth Army. Because the corpsmen perform practically all our house-keeping chores and manual labor, our own men can devote their full time to being professional combat soldiers, either in actual combat or in training for it.

Even though our soldiers spend only about eight to 10 months in Korea before they are rotated, even though they usually start out with nothing more than the 16 weeks of basic training, they leave Korea with an intensive education in warfare. If a big war ever comes and we have to call them back to service, any general who gets them will be a fortunate man indeed. This is perhaps the most hopeful factor about an otherwise sordid war. We are training, even if at horrible cost and as yet with no beneficial results, a group of men who if the need came could return to the Army as the world's finest hard core of trained reserves.

For the help we receive we have most to thank the man who combines the best qualities of the Koreans, their intelligent, cultivated, indomitable and much misunderstood President Syngman Rhee. I wish I could bring the American people to know President Rhee as I have known him. For a man said to be 78 years old he is truly amazing. For almost two years he out went with me to the front lines and training areas an average of about once a week, under all kinds of conditions. When we had to travel by jeep in cold weather, he would shrug away my apologies and smile at my concern. Then he would climb up into the jeep and ride there with his fine face and his fringe of white hair standing up out of his parka like the sun shining from above a dark cloud.

He lives in a very uncomfortable house in Pusan built by the Japanese during their occupation of Korea. He will not permit any money to be used by his government for his own comfort; every cent must go to his army to win freedom for his people. Some of his officials once suggested to him that the dignity of his position required that he have his own airplane for his trips around the country. His response was immediate and emphatic. "If I had an airplane," he said, "I would want it to carry bombs to the enemy."

It has been my good fortune to meet the outstanding statesmen of many countries of the world in the last nine years of my Army service, and I want to state that of them all Dr. Rhee stands out. His people of Korea are not well educated. They have been shut in and deprived of opportunities for information and for personal development for the last half century by the Japanese, who were "given" Korea with the implicit consent of the U.S. at the end of the Russo-Japanese War in 1905. They have been oppressed by landlords, and they have been desperately poor. Their first experience with democracy has been under Dr. Rhee.



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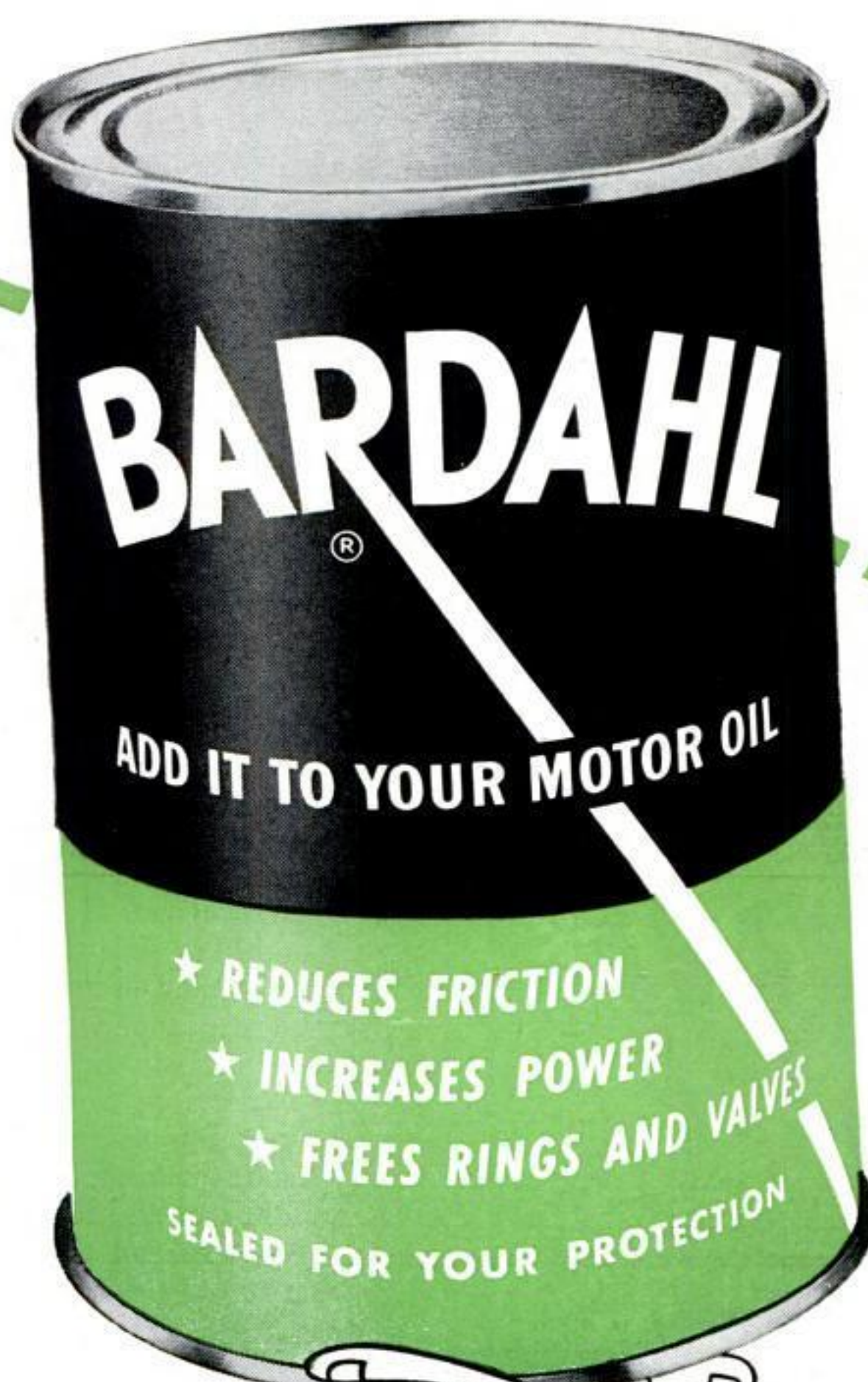
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Bread, 1 slice.....	63
Plain roll or bun.....	118
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VAN FLEET CONTINUED

These Korean people were bombarded by Communist propaganda urging them to hate America, to join in murdering landlords and to share the loot. Yet President Rhee has been able to make them understand the nature of the Communist threat to their liberties. He has inspired them with his own courage and endurance. He has taken an untutored and disorganized nation and made it one of the world's strongest bastions against Communist aggression.

When critics call Syngman Rhee uncooperative, I simply do not know what they mean. In my efforts to build up the ROK forces I was forced to call upon him repeatedly for all manner of sacrifices and assistance. He never failed or even hesitated. I can only conclude that the denunciations of his lack of cooperation have come from people who wanted him to abandon the goals of his own nation and accept programs which he felt were ruinous to Korean freedom. What he was often asked to render was not cooperation but subservience—and we can never build strong and dependable allies unless we treat them as sovereign nations.

Before we condemn him for refusing to accept all our past policies, we should consider how much better off we might be if, instead, we had "cooperated" with him. He fought with all his strength for the privilege of developing a large ROK army for several years before our government finally permitted it. If he had had his way, the Communist attack probably never would have occurred. When the truce talks began in July of 1951, he warned they were a trick to save a defeated enemy. That has turned out to be precisely true. Again and again he has demonstrated the superior wisdom of a statesman of great experience and insight.

We have Dr. Rhee and our fine Korean allies, a people and soldiers whom I love. We have the Japanese, who are happy to be on the side of freedom after their unfortunate experience with the warlords of their country. Japan is the finest base in the world for a war on the Asian continent if we must be fighting one.

Also with us are the Philippines, the Chinese Nationalists who have found refuge on Formosa and the people of the Federation of French Indochina.

Then why are we having such a difficult time in Korea?

The road to futility

THE answer, of course, is that our high policy has elected not to exploit any of our advantages, but instead to dig in and stay put. Korea has turned into the most futile kind of trench warfare, a contest to see who can dig the deepest fortifications or expend enough artillery ammunition to penetrate them.

The fighting has become a throwback to World War I. I doubt if any World War II soldier anywhere on the face of the globe ever saw anything like the bunkers that are commonplace today in Korea. When we capture a hill we start a major engineering project. On the rear slope we dig in as if starting a tunnel, shoring up the earth with heavy timber as we go. A dugout of this kind is practically impervious to enemy fire; the only way to knock it out is to stage an advance around the hill and then attack from behind.

Dugouts at the top of the hill or on the forward slope are much more difficult and less impregnable. We dig straight down for 20 feet or more and then plug the top of the hole with a roof of wooden beams supporting a 10-foot thickness of logs, dirt and stone. All the work has to be done at night, without showing any light that might draw enemy fire, and when it is finished the roof must blend into the terrain. If the dugout shows as a pock in the hillside, or as a wart sticking up, the enemy artillery gets busy.

This kind of war gives the enemy all the initiative. He can save up his ammunition and his strength and strike when and where he feels like it. We can only sit tight, hope for the best—and take our casualties when the attacks come.

How different it is when we really use our military assets—especially our firepower! For an example we need only go back to late last fall when the biggest battle in Korea since the sit-down was fought. We did not start it; we have been operating in Korea under orders not to start anything. The Reds asked for the battle, and we merely accommodated them. Yet the battle proves our superiority to the Chinese Reds—and demonstrates an enemy characteristic that we can take advantage of any time we want to.

The battle was over White Horse Mountain, one of the stumbling blocks in the early peace talks. At the time the talks began, we held the mountain and claimed the right to continue holding it. The Reds, not at all frightened by fact, claimed that they held it and were entitled to it and that we should therefore get off.

As of last autumn we still held it. The ROK 9th Division was dug in over most of the mountain. A French battalion held a small hill nearby.

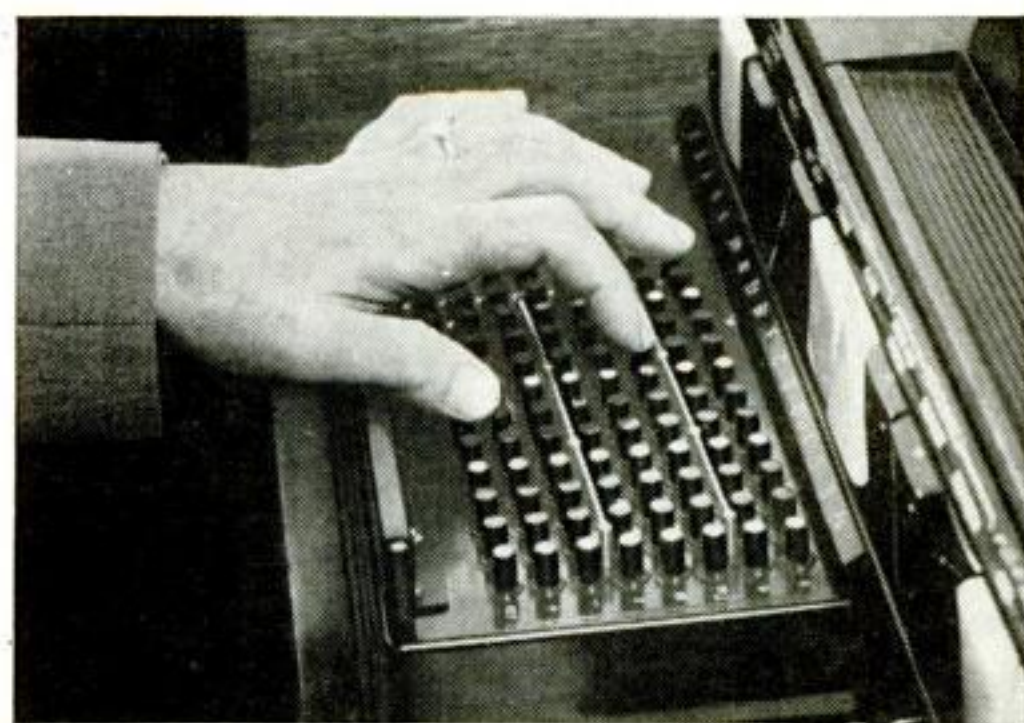
CONTINUED ON PAGE 166



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Now you can have a really close, wonderfully comfortable shave—even in the hardest water

- Why did Grand-dad so often take the trouble to get water from the rain barrel for his shave?

Because rain water is *soft* water . . . and the softer the water, the wetter your whiskers and the better shave you get.

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Results? With new Glider Instant Brushless your beard is soaked soft to let you shave fast as you want and close as you need . . . *and your skin has unbelievable freedom from the razor's irritation.*

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VAN FLEET CONTINUED

The Reds suddenly launched a major attack. Their motive was anybody's guess; perhaps they merely wanted to discredit the Roks. A whole battalion at a time, or two battalions at a time, once even to the strength of five battalions, they rushed the hill.

The Roks fought magnificently. But they were up against a furious attack by three full divisions of the Chinese 38th Army—the Red's very best—and sometimes the battle got too hot to handle. We would pull back the Roks and throw all our available artillery fire on the mountain, chewing up the ground and the bunkers. Then the Roks would move back in until a new wave of the Chinese attack threatened to overwhelm them.

Back and forth the battle raged. The Roks held the mountain for a while, then the Reds, then the Roks again. In the U.S. much of the press comment was highly critical. Why should we be fighting so bitterly over a single small mountain?

I can tell you why. Every time the enemy made an attack our artillery took a heavy toll. We soon had the original 30,000 men of the 38th Red army down to 15,000.

As a diversion we had the ROK 2nd Division attack and take Sniper Ridge from the Chinese. The Reds must have been infuriated to see their own attempt to discredit the Roks result in the Roks taking a hill from them, a terrible loss of face, for they sent in their entire 15th Army to try to retake Sniper Ridge. Our

CONTINUED ON PAGE 169

THE AMMUNITION SHORTAGE

General Van Fleet considers the ammunition controversy—which raged over his head so hotly after his return—to be subordinate to the real issues in Korea and does not discuss it in these articles. However the controversy is an interesting study in how the right hand of U.S. defense has often scarcely known what, if anything, the other hand was doing.

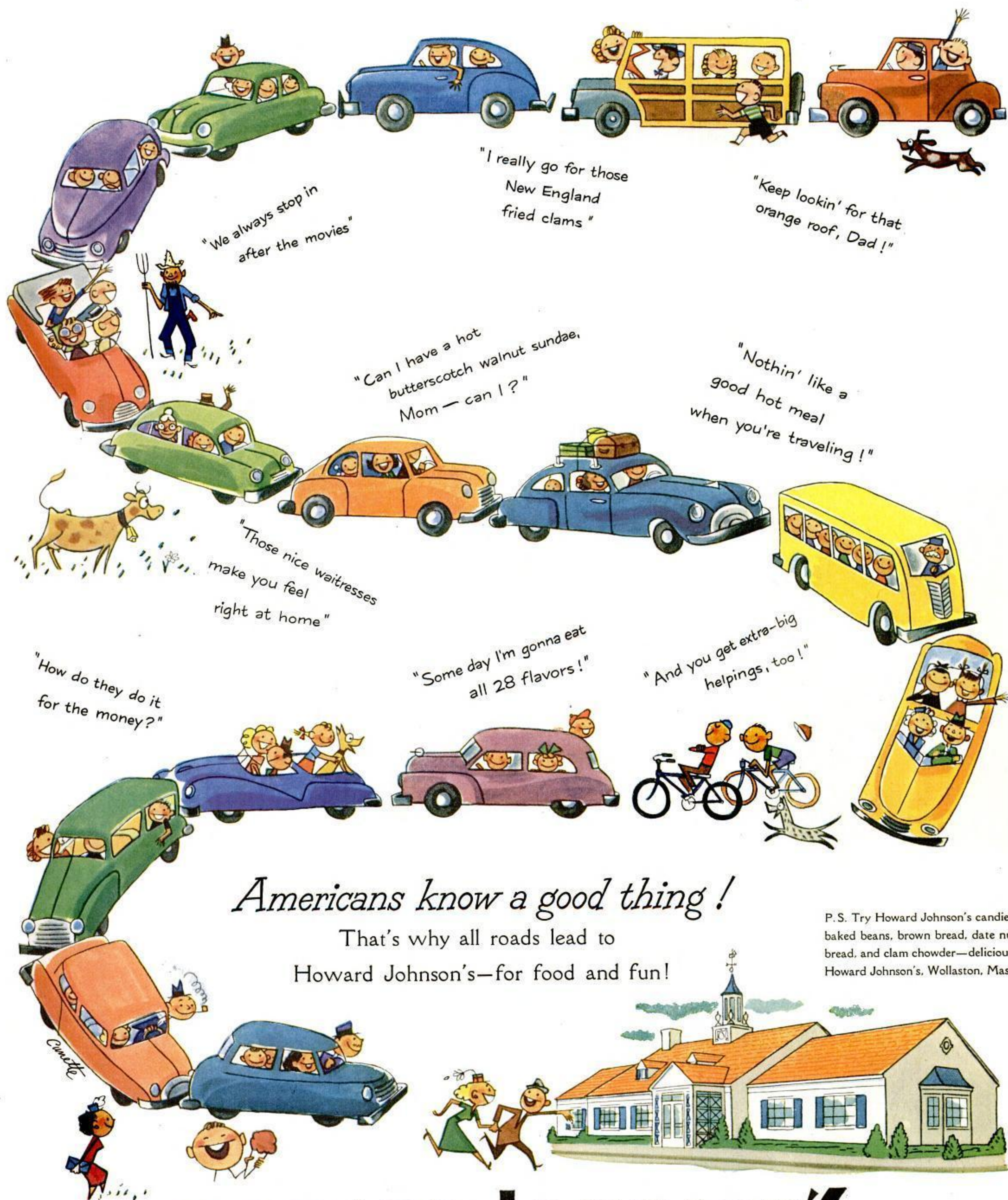
After General Van Fleet told Congress his dramatic story of having been constantly handicapped by lack of ammunition, some objections were quickly entered by defense officials as follows (with answers):

Objection, by former Defense Secretary Robert Lovett: The shortage cannot have been so bad, since at the very time General Van Fleet was complaining to higher headquarters of a shortage he was also proposing an all-out offensive in May of 1951. *The answer*: In pursuit of the enemy, such as the general proposed, artillery plays a relatively small part. The majority of the big guns seldom have a chance to get set and fire at the enemy; during a pursuit, ammunition stocks actually tend to grow, rather than decrease.

Objection, by Assistant Chief of Staff Lieut. General Wiliston B. Palmer: General Van Fleet used too much ammunition in Korea anyway. *The answer*: For over two years Korea has been a strange kind of war, mostly a matter of seeing who can dig deepest and do the most artillery damage. Moreover we have fewer artillery guns in Korea and each must therefore do more work than in France. General Van Fleet believes that if we had kept up greater artillery pressure against the Reds they would never have been able to mount attacks like the costly Old Baldy. The question is whether you prefer to spend money or lives.

Objection, by Army Chief of Staff, General J. Lawton Collins: There was never any shortage of ammunition "in the hands of our troops." *The answer*: True, every gun crew always had a "basic load" of ammunition and orders to shoot if trouble came. The shortage was not at the front but in the pipeline. The reserve stocks in the Far East Command were usually below the level approved by the Pentagon itself as "serious," and often below the even lower point regarded as "critical." New shipments had to go into reserve, as much as possible, rather than to war. Therefore General Van Fleet had to set quotas for daily firing aside from last-ditch defensive work. These quotas were often only 20% of the normal day's fire. The questions here are: How can you keep the enemy off balance with such a meager quota? What if an all-out enemy assault comes when your reserves are below "critical"?

In summary, there *was* a serious shortage of ammunition in Korea all the while General Van Fleet was there—but a lot of people in our defense establishment didn't know it.



"We always stop in
after the movies"

"I really go for those
New England
fried clams"

"Keep lookin' for that
orange roof, Dad!"

"Can I have a hot
butterscotch walnut sundae,
Mom — can I?"

"Nothin' like a
good hot meal
when you're traveling!"

"Those nice waitresses
make you feel
right at home"

"How do they do it
for the money?"

"Some day I'm gonna eat
all 28 flavors!"

"And you get extra-big
helpings, too!"

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"SANG MU DAI" or "Hail to the spirit of the noble soldier," reads President Rhee's handwriting on stone at ROK military school. Visiting it on U.N. business are, from left, Prince Pridi Devakula of Thailand, General Van Fleet, Dr. Ralph Watkins of U.S., Baron G. E. van Ittersum of the Netherlands.

VAN FLEET CONTINUED

artillery got to work again and the 15th Army failed, taking heavy losses. Now the enemy rushed back two divisions of its 12th Army, which had just been sent to the rear for a rest.

We inflicted some terrible damage to all the Red units which took part in the action. Listening to the Reds' radio communications, as battalions and regiments spoke "in the clear," without code, we heard the most frantic kind of talk. They were out of ammunition; they had run out of trucks; everything was going wrong. Korean gallantry and American firepower did it.

Right at that moment, had high policy not prohibited it, we could have accomplished just about any mission we chose. We could have sent an armored column through the weakened part of the Red lines and enveloped their entire front-line army. We could have made an amphibious landing behind their lines.

We did none of these things, of course, and when the Reds decided to break off battle on Nov. 10 we let them. At that we had them in bad shape. Their manpower and supplies were so exhausted, just from this limited engagement, that December became the quietest month of the war and January was nearly as quiet.

In this case the Reds themselves gave us the opportunity for a final victory. But we know enough about the enemy now to be confident that we can bring about the same situation ourselves. Any time we want to beat the Reds in Korea, we can create our own White Horse Mountain—and this time follow it up. I cannot say too much here without getting into the realm of military secrets, but I guarantee you it can be done.

The time for decision is close upon us. President Eisenhower, in his historic speech of April 16, gave the Russians every opportunity to respond with specific proposals if they have now changed their policy and want peace, if they want to join us, as the President put it, in seeking "throughout Asia as throughout the world, a peace that is true and total."

I doubt that the Russians will respond. I have seen the Communist enemy's design unfold for many years now. I have seen his tricks, and I have seen that what he thinks is good for him is bad for the U.S. and for free peoples everywhere.

I believe I know the Communists. I observed them and their tactics for 29 months in Greece. Then for 22 months in Korea I

CONTINUED ON NEXT PAGE

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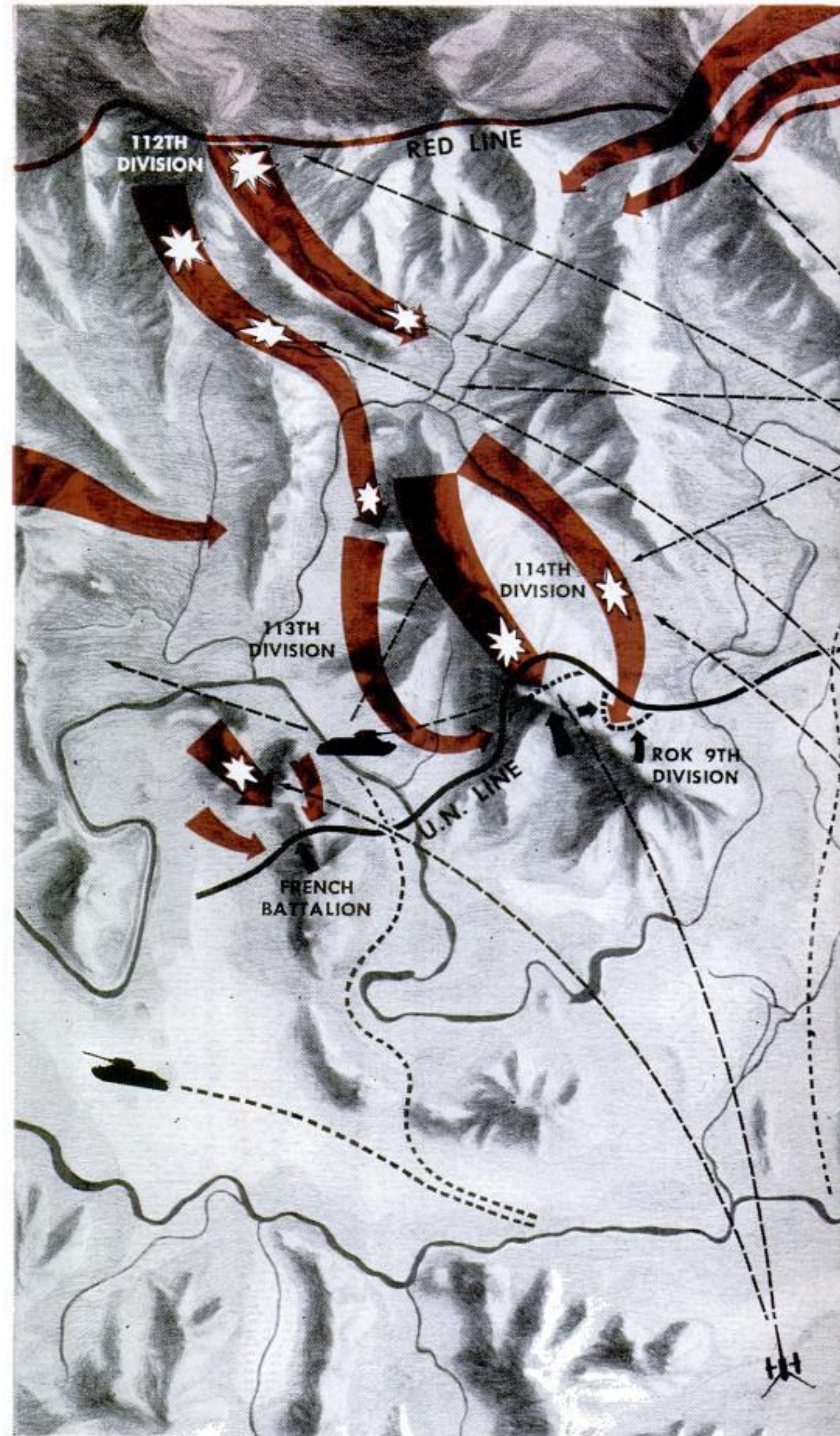


\$150

Rings enlarged
to show detail

*Mountings

FEATURE RING CO., INC., 126 WEST 46th STREET, NEW YORK



BATTLE OF WHITE HORSE MOUNTAIN, which General Van Fleet says left the Reds ripe for defeat last fall, started when they threw three divisions (112th, 113th, 114th) across the no man's land between the opposing dug-in lines. These divisions tried head-on assault and pincers against ROK 9th Division, which held the mountain, and a similar smaller attack against the French battalion holding small hill to the west. Reds dented ROK line as

VAN FLEET CONTINUED

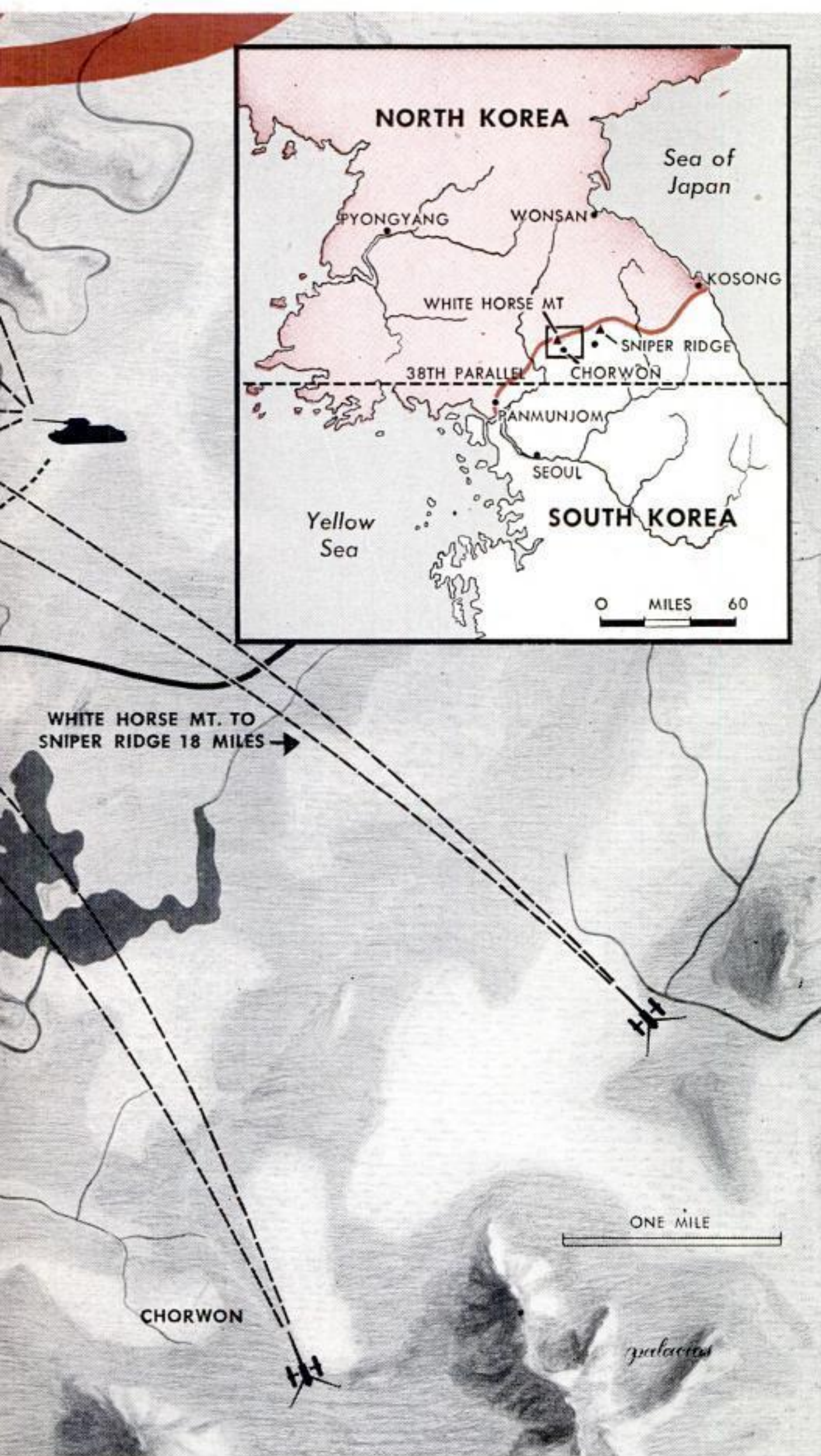
saw the fallacy of a weak policy in dealing with them. When the Communists advance armistice proposals, you can be almost sure there is a joker in the pack.

As far as I can see, there is no possible basis for a genuine political settlement in the Far East with the aggressive and ambitious Chinese Communist regime. That regime, with the Kremlin as its silent partner, is waging war on the free world in Korea and Indochina and is preparing to wage war against Formosa. Its objective clearly is to bring all Asia into the Communist fold as a part of the grand design for a Communist world.

To ignore that central stubborn fact or to appease the Red regime in China is to imperil our own survival. Even if the prisoner of war issue is settled satisfactorily, even if everything else seems to be going well in the truce talks, we must insist, in political discussions with the Chinese Reds, that they make a peace that will apply not only to Korea but to all Asia as well.

If the Reds will not accept a free, strong and united Korea and peace for the other Asian fronts as well—and I see no reason to dare hope that they will—we have four alternatives:

1) We could withdraw our forces and let Syngman Rhee and the Roks shift for themselves. This would be utter tragedy. South



shown at tips of two red arrows, but Roks drove back each time. Meanwhile our artillery had a field day firing at advancing soldiers and troop build-ups and supply lines in rear. We also sent out three tank columns to harass and threaten enemy and started a diversionary action at Sniper Ridge to the east. The three original Red divisions lost half their men and Reds had to rush in reinforcements from west and northeast to keep their line from collapsing.

Korea is an experiment in setting up a free democracy in Asia. If we desert it, we lose all face in the Pacific.

We had to go to South Korea's defense in 1950 and we have to stay there now. Otherwise Korea will be butchered by the Communists, leaving the Red armies free to overrun all of southeast Asia. Outflanked India will have to come to terms with the Communists. So will our loyal friends in Japan and the Philippines. All Asia will be lost to Communism, and the Pacific Ocean becomes a Communist highway.

2) We could continue the present stalemate or sit-down. This would mean a fatal loss of morale among our forces and the Roks, and eventually nothing less than our defeat. In a sit-down the enemy has the initiative and all the advantages.

The war is a training school for his forces. He observes our tactics and rotates his armies to give all his soldiers the finishing course we offer him in modern warfare. The Chinese Red knew nothing about modern war until he became our pupil, but he is learning fast. He is also in a fine position to demand more and more equipment from the Russians.

3) We could agree to some kind of expedient truce or armistice in Korea, leaving that nation divided and all issues unsettled. We can easily predict what would happen then. The Communists would string out the political discussions endlessly and use them for their

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"Alice, Don't Steam Me"

(SAYS JACKIE GLEASON*)



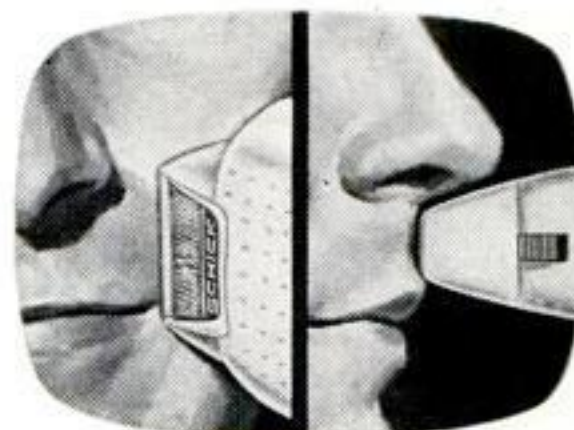
"Your crummy nephew borrowed my shaver. And I ain't shavin' with a blade. Better I look like an ape than a first aid case!"



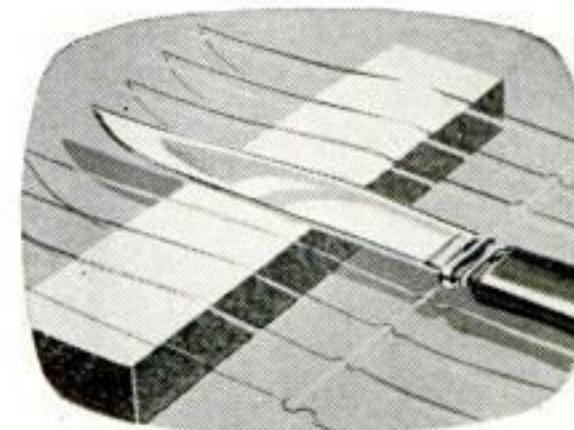
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Second, your electric shaver head must be the right size. It cannot be bulky; it must be small enough to get in everywhere, get every whisker.



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Brush your teeth regularly with bicarbonate of soda (baking soda). It's the most economical tooth powder you can use . . . cleans teeth thoroughly, safely. Soda neutralizes enamel-eating acids and removes bad breath that starts in the mouth. Make soda your family tooth powder. Recommended for artificial dentures, too. Arm & Hammer or Cow Brand Baking Soda is pure bicarbonate of soda, U.S.P.



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To cleanse throat and help remove accumulated mucus, dissolve two teaspoons of soda in a glass of water and gargle. One teaspoon of soda to a glass of water makes a cleansing alkaline mouthwash . . . helps sweeten breath, leaves your mouth "wide-awake" fresh.



New handy size with metal pour-spout!



Now—you can get Bicarbonate of Soda in specially designed, water-repellent package, just the right size for your medicine cabinet . . . so convenient for travelling, too! Available in the health and beauty aids departments of grocery stores.

A Household Treasure for over 100 years

Why buy a number of different products to do a number of different jobs when baking soda (bicarbonate of soda) does them all and costs only pennies a box?



Arm & Hammer and Cow Brand Baking Soda are pure Bicarbonate of Soda, U.S.P. Write for Free Booklet on the many uses of soda to Church & Dwight Co., Inc., Dept. L-5, 70 Pine Street, N. Y. 5, N. Y.

VAN FLEET CONTINUED

own propaganda. We would be continually insulted in the discussions but on our part would be forced to regard the aggressors as an "honorable antagonist." All democracy-loving people, especially in Korea and Asia, would suffer a drastic loss of morale.

With his clever use of Communist dialectics and propaganda the enemy would play up the truce as a great Communist victory—which indeed it would be—and use it to divide us from our allies in the Far East. The first target in this campaign would be Japan.

Our military position in Korea would deteriorate through stagnation. We would certainly have no heart as a nation to resume the war. At the same time the enemy would be free to enlarge his forces, run his airstrips all the way up to the battle line and build up enormous stockpiles of equipment free from any interruption by our Air and Navy to his supply lines.

We fell into the trap of a virtual cease-fire once before. It has since cost us many more casualties than we would have suffered in carrying the war to a final conclusion in 1951.

4) We could achieve military victory over the aggressor. And this to me is the only one of the four alternatives that makes any sense.

It would be foolish to deny that there would be great risks involved in the decision to win the war in Asia. Certainly there would be risks—but we crossed that bridge when we went to war at the side of the South Korean in June of 1950.

I am fully aware that military victory in Korea may mean that my children and I may have to fight some more and may even have to die. But in the long view I am confident that this is the only way we can save our grandchildren from fighting and from certain defeat, for if Communism takes over all of Asia then the whole free world must eventually fall.

Unless the Red Chinese regime abandons its plans for conquest of all Asia, we have to eliminate that regime. We have to beat its armies in Korea and help Chiang Kai-shek and his soldiers return to the mainland and liberate their nation. I am sure that the Chinese people are still our friends, despite the tyrannies of the present Red rulers and all the venomous outpourings of the Red propaganda and hate campaigns. The love of freedom among the Chinese people is surely not confined to the few millions of Chinese on the island of Formosa—the problem is how to restore its voice.

There is no easy way out. The only bright side to the picture is that victory in Korea is much easier to obtain than our government's weak policy in the past would have indicated.

Yes, victory will have its cost. But this war is costing us men every day and will continue to cost us lives until the Chinese Reds are converted and defeated. A war of attrition such as we are now fighting in Korea will cost more casualties in the long run than an all-out battle for victory. Warfare is always costly and the sooner it is over the better.

I have looked the Chinese Red in the eye and this is my verdict: If ever I should be called back to fight him again, I would go with a confident heart.

If we retreat from the Communists in Asia, as I see it, we are lost anyway.

What are we afraid of?



HERO'S WELCOME greets Van Fleet after return from Korea. He will settle down and grow oranges in Florida—if not called back for another assignment.

If his birthday is between May 22 and June 21

He's a Gemini—quick-witted, entertaining, intellectual. You know he'll appreciate this self-winding Elgin Shipmate—shock, water, dust-resistant with unbreakable crystal and exclusive guaranteed DuraPower Mainspring. \$69.50

He'd like an **ELGIN** SHIPMATE

Fed. Tax Incl.

Test-Mark DoublDOWN Tissue

double double soft

TWO PLY FACIAL TISSUE QUALITY

PEACH GREEN YELLOW BLUE WHITE

TEST-MARK FACIAL TISSUES in rainbow pastels

NOW!

double double soft, too!

TESTED PAPERS OF AMERICA, INC. CHICAGO • 1 • ILLINOIS

• Test-Mark and DoublDOWN Reg. U.S. Pat. Off. •

Leadership demands constant achievement

Air freight gets a new lift

via **SUPER** **CONSTELLATION**

FARTHER—FASTER—CHEAPER! This has been the objective of all transportation since man invented the wheel. And civilization itself has progressed in direct ratio to the speed, efficiency and economy of transportation.

Now, the new all-cargo Super Constellation will carry more things *further—faster—cheaper than any commercial plane*. It will carry 35,000 pounds of cargo coast-to-coast in less than 8½ hours at the lowest cost in history. It will carry 27,500 pounds New York to London *non-stop* in less than 14 hours! That's a new lift for air freight.

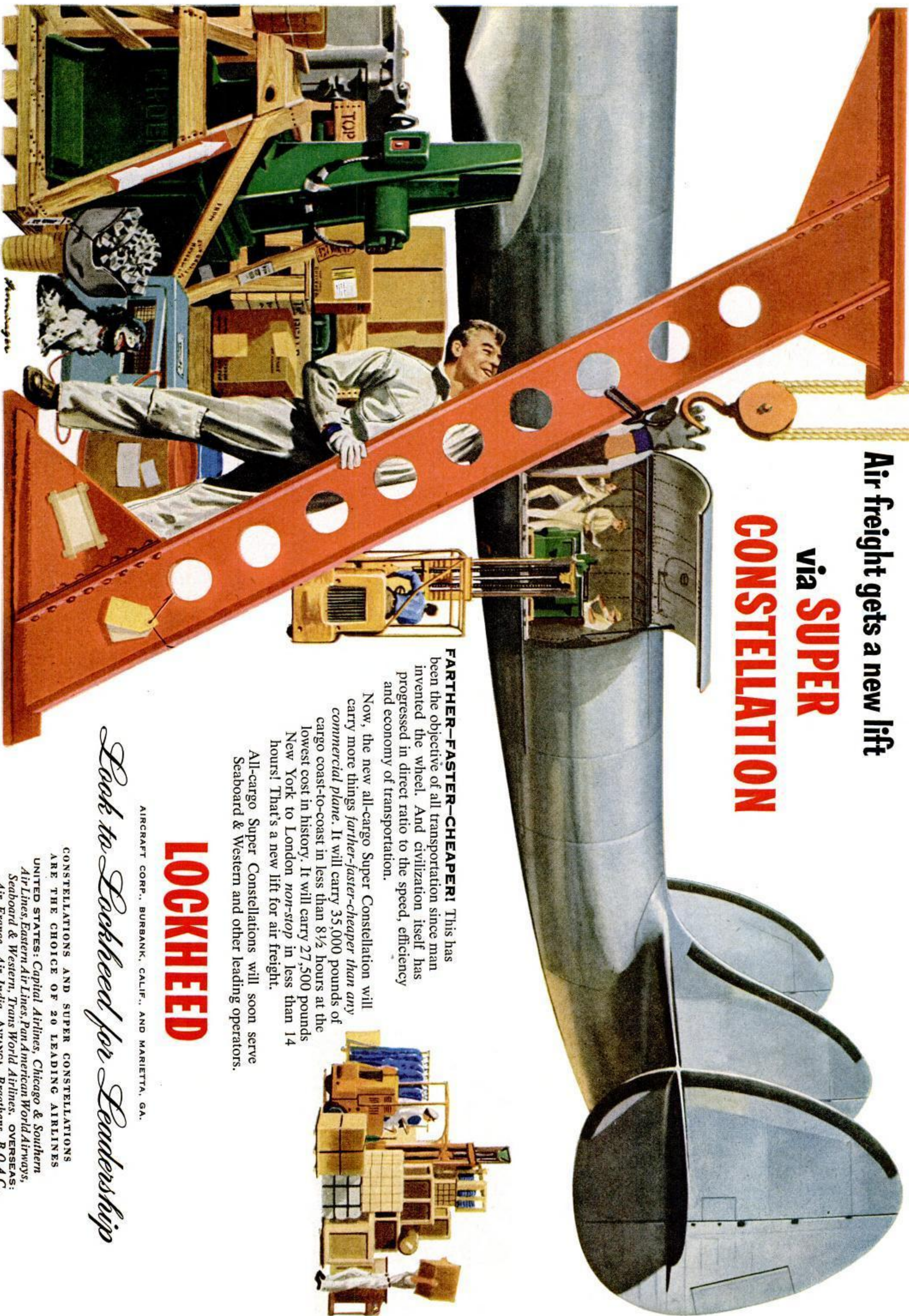
All-cargo Super Constellations will soon serve Seaboard & Western and other leading operators.

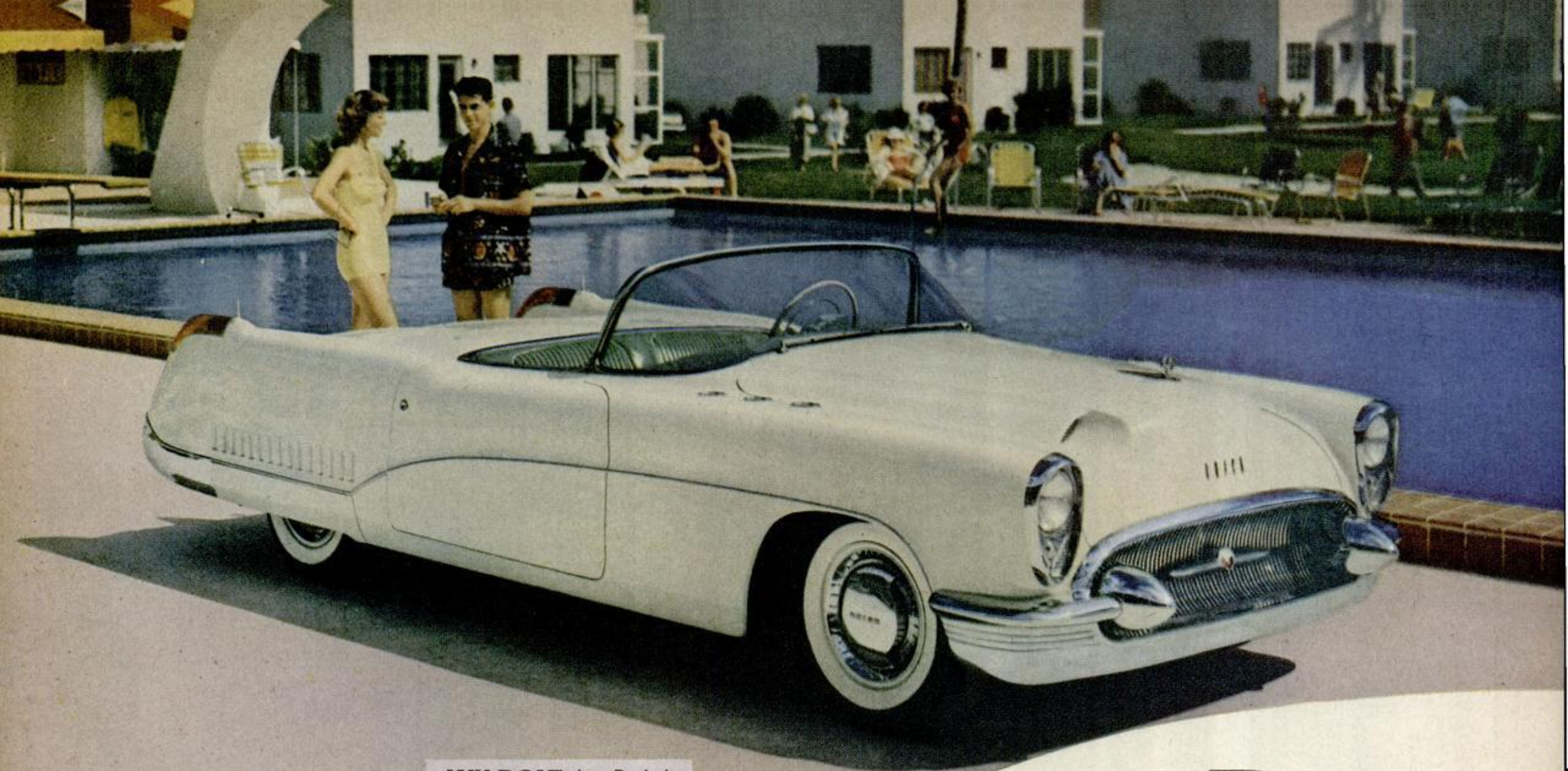
LOCKHEED

AIRCRAFT CORP., BURBANK, CALIF., AND MARIETTA, GA.

Look to Lockheed for Leadership

CONSTELLATIONS AND SUPER CONSTELLATIONS ARE THE CHOICE OF 20 LEADING AIRLINES
UNITED STATES: Capital Airlines, Chicago & Southern Air Lines, Eastern Air Lines, Pan American World Airways, Seaboard & Western, Trans World Airlines. OVERSEAS: Air France, Air India, AVIANCA, Braathens, B.O.A.C., El Al Israel, Iberia, KLM, L.A.V., Pakistan International, Panair do Brasil, QANTAS, South African, Trans-Canada.





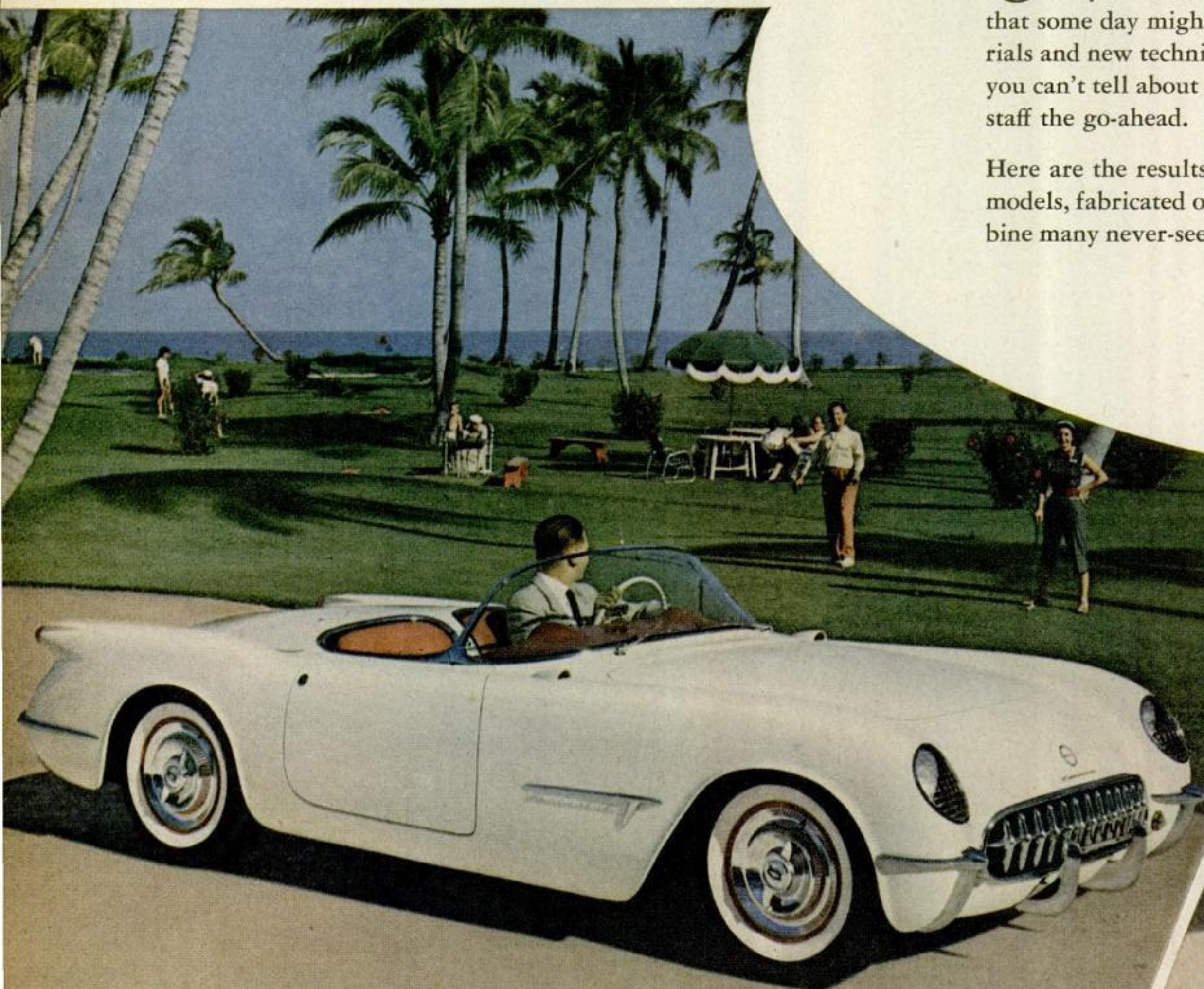
WILDCAT by Buick

Dreams

OUR General Motors engineers are practical men. But they have dreams, too — dreams of exciting new cars that some day might be built with new processes, new materials and new techniques now being developed. And, because you can't tell about pet ideas until you try them, we gave our staff the go-ahead.

Here are the results — five glamorous hand-built "running" models, fabricated of steel and Fiberglas and plastic. All combine many never-seen-before advances, all are different. More

GENERAL



CORVETTE by Chevrolet





LE MANS by Cadillac

on wheels

than a million people have already acclaimed them at our recent Motorama Shows from coast to coast.

We feel these dream cars serve a useful purpose. By finding out which features you, the public, like best in these far-in-advance models, we can set our sights on the long task of including them on production cars.

We show them here as another example of the forward-looking engineering that has long made the key to a General Motors car, your key to greater value.

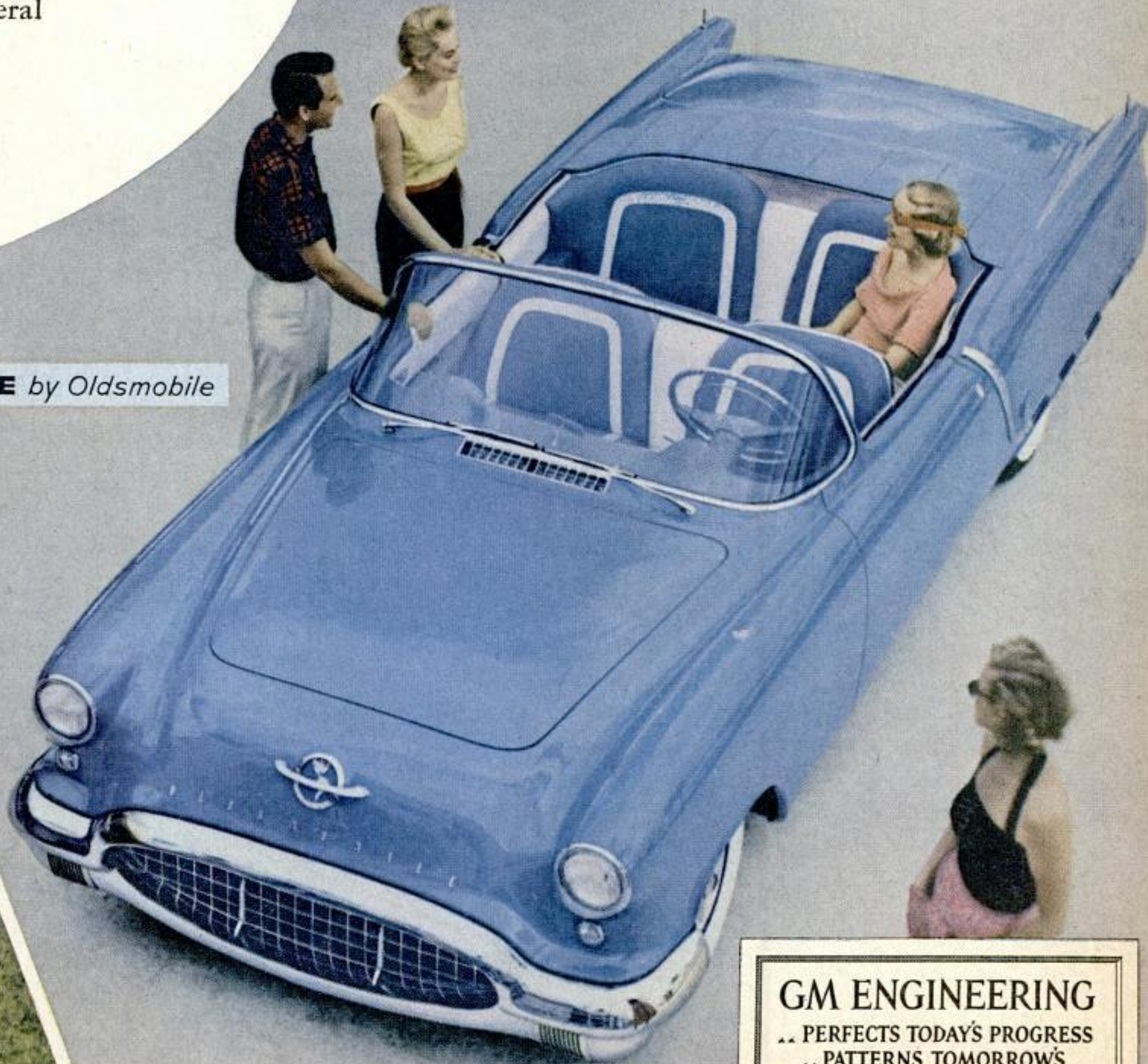


MOTORS

"More and better things for more people"



PARISIENNE by Pontiac



STARFIRE by Oldsmobile

GM ENGINEERING

.. PERFECTS TODAY'S PROGRESS

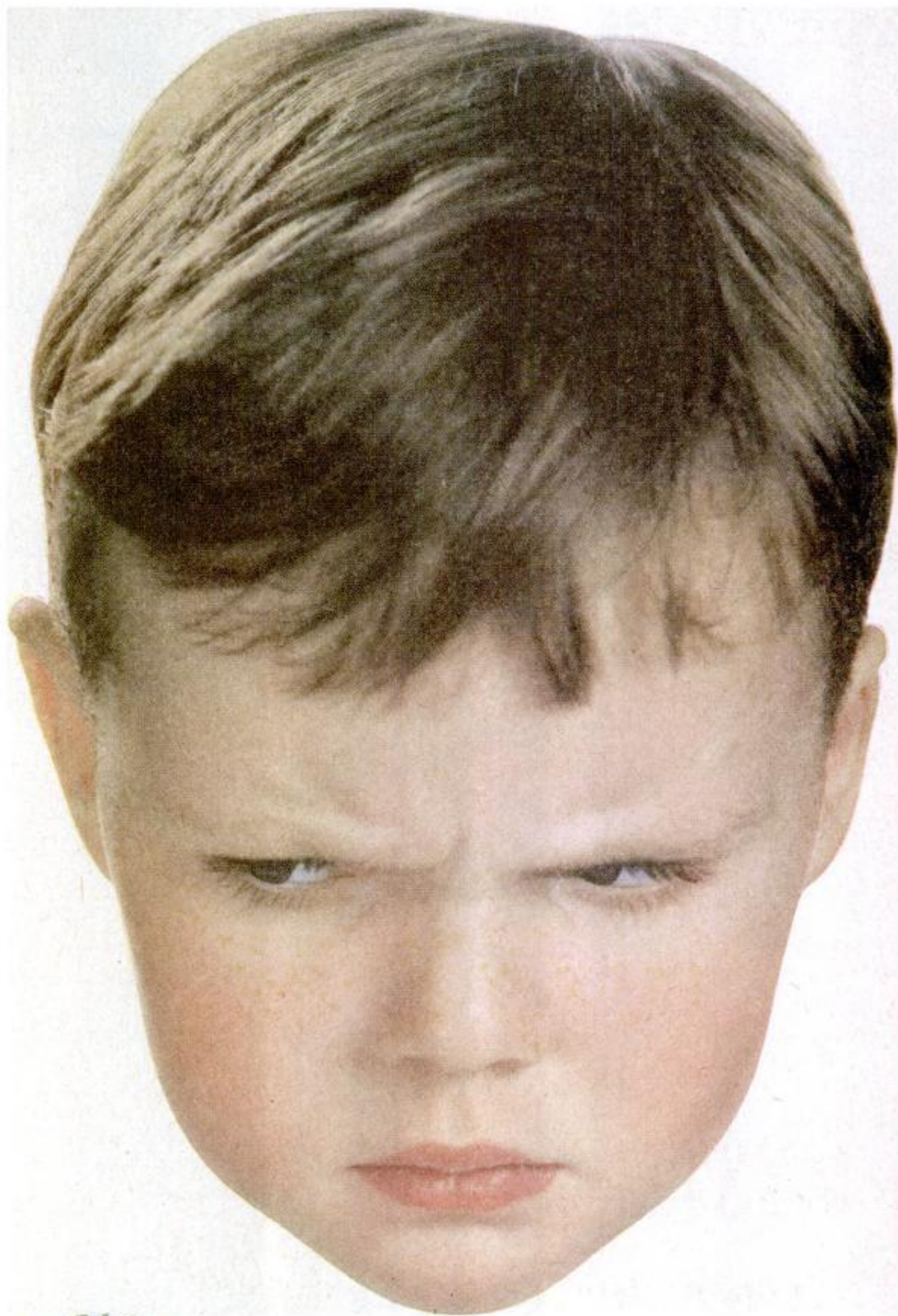
.. PATTERNS TOMORROW'S

PROMISE



So Johnny won't eat his spinach?

Don't force him. There are other green vegetables that will give Johnny those important vitamins and minerals he needs for good health and well-being. Serve brussels sprouts, broccoli, asparagus, green peas or beans. Vary the vegetables from day to day — and remember, children like to eat vegetables with their fingers!



Johnny's father won't eat vegetables, either!

Then you'll have to find new ways of serving them — because *everybody* needs one or more servings, *every single day*, of green or yellow vegetables. They can be canned, frozen, raw or cooked. And the deeper green or yellow those vegetables are, the more Vitamin A they contain.

How can I make vegetables more attractive to my family?

Plan for variety, color and flavor, as well as for nutrition. *Any* green vegetable takes on new life when served with a tablespoon of butter or margarine, and two tablespoons of grated cheese. Cauliflower cooked in tomato sauce is delicious. So is raw cabbage baked in cream sauce. Serve lively salads often. You have a long and varied list of

vegetables to choose from — any green or yellow vegetables, and that also includes cabbage, celery, kale, okra, green peppers, squash, carrots and sweet potatoes. Consult the BETTY CROCKER PICTURE COOK BOOK for interesting, tasty ways of serving vegetables.

What's the best way to cook vegetables?

In as little water as possible. Another thing, start vegetables in boiling water. Cook tightly covered (except strong-flavored ones, like cabbage, cauliflower, onions). Never use soda. It destroys valuable vitamins. Vegetables that are cooked right keep their color—and their nourishment, too. (Don't throw away the liquid. Use it in soups and gravies, for flavor and vitamin value.)

What's the thrifty way of buying vegetables?

Shop often for fresh vegetables, because they lose their vitamins when you store them too long. Pick out firm, well-shaped ones. Leafy vegetables should be crisp, never wilted or shriveled. Buy in season for the best food values. Wash them carefully, and store in your refrigerator. Keep crisp or leafy vegetables in the crisping compartment, if you have one. Otherwise in a damp cloth bag. Store onions, carrots, potatoes in a cool, dry place.

Do canned and frozen vegetables contain vitamins?

Yes, they do, often more than fresh vegetables that have been stored too long.

Betty Crocker
of GENERAL MILLS
MINNEAPOLIS

MYSTERIOUS HOT SEAT



LEAP INTO SPACE is made by another patron, far from contact with magician. Chair is unwired.

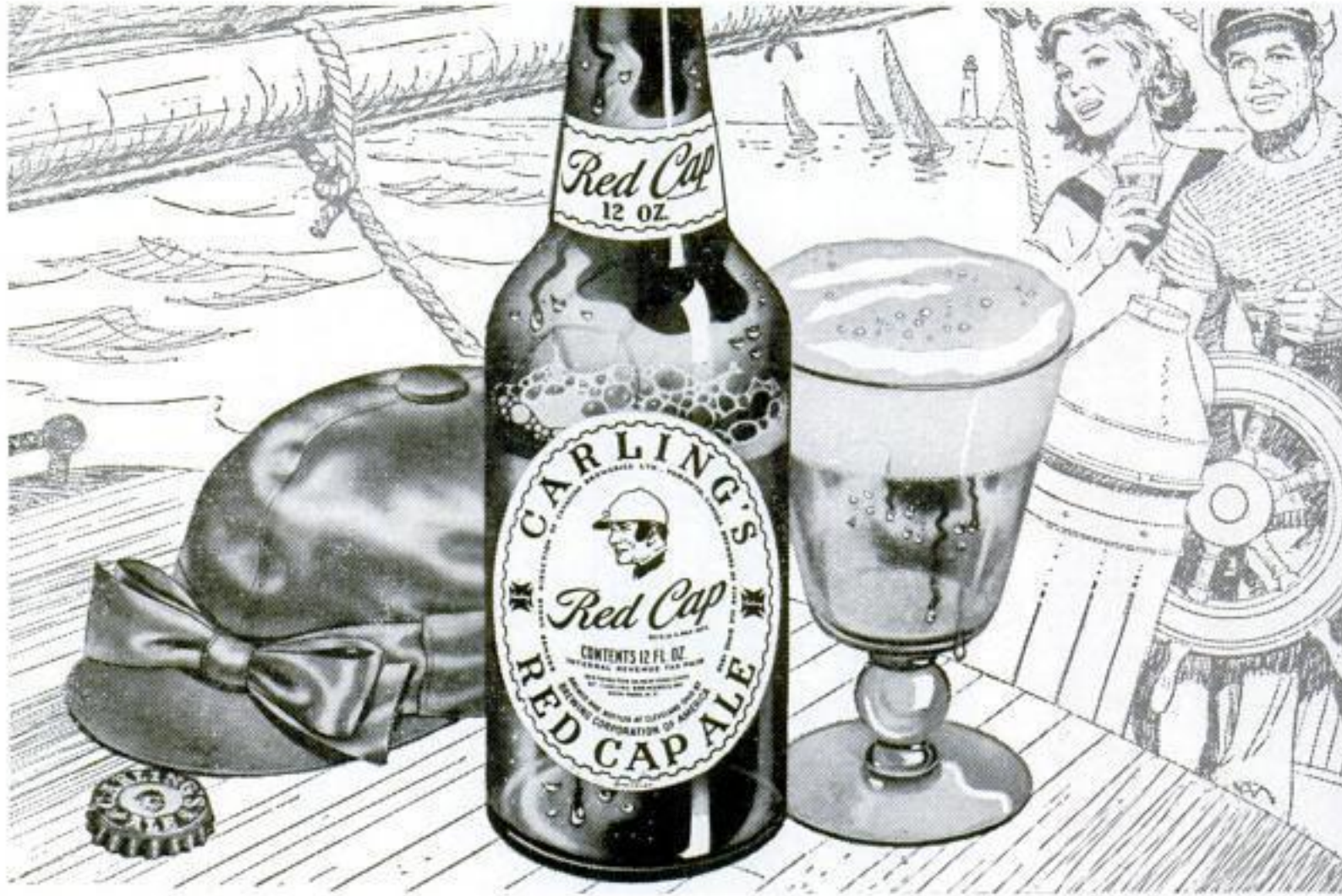


PAINED PATRON RISES ASTONISHED, UNTOUCHED BY THE HANDS OF DOMINIQUE (CHECKED JACKET)

French magician lifts subjects from their seats by remote control

The magician invites members of the audience to come forward and sit down on ordinary chairs unattached to anything. They sit down and relax. He steps aside from them, flutters his hands and they leap to their feet, clutching their nether regions, propelled by a powerful and—so far as anyone can see—sourceless shock. This trick makes a sure-fire climax for the act of an ebullient young Frenchman named Dominique, now touring American nightclubs. Though Dominique is the scion of a hyper-respectable family (his father is chief engineer of the Suez Canal Company), his magic specialties are criminal in nature: he strips customers of clothing and valuables without their being aware of it (*following pages*).

Better Than Beer?



A very different brew you'll want to try!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them *more* pleasure than *any* beer they ever tasted. They say it's light and dry as the smoothest beer, yet

with that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not make a point to try it yourself? See whether *you* are one of those who find Carling's Red Cap Ale tastes even better than beer!



BETTER THAN BEER?

TRY CARLING'S RED CAP ALE AND SEE!

© BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO



For Vacation Fun... and All Summer

FOR WORK AND HOBBIES

Lee RIDERS, genuine Western cowboy pants (blue jeans) for men, women, boys and girls. Buy your size — they stay your size — they're Sanforized!

Lee MATCHED SHIRTS AND PANTS, good-looking and long-wearing. Wear them at work and after work, too! Sanforized.

THE H. D. LEE COMPANY

General Offices: Kansas City, Mo.

Ten Factories Coast-to-Coast



Hot Seat CONTINUED

ONE WAY TO FRISK A CUSTOMER



FIRST STAGE of this Dominique specialty is to enfold a prospective victim (left), who has been led to believe that Dominique wants to swipe his necktie.



SECOND STAGE involves letting the victim hang triumphantly on to his tie while Dominique conceals the suspenders he has actually removed from him.



THIRD STAGE and boffo climax to the act comes when the victim jumps up in triumph only to discover that he has nothing left to hold his trousers up.

[CONTINUED ON PAGE 180](#)



MICHELLE GAMBY IS ONE YOUNG LADY WHO REALLY ENJOYS HER MEALS. SMALL WONDER MRS. GAMBY USES SO MUCH GOOD RINSO SOAP.

BEFORE AND AFTER RINSO

Rinso gets out more dirt than detergents and you usually pay about 20% less.

Cute 18-month-old Michelle Gamby likes nothing better than to sail her bib across the room and adorn herself with food in all the right places. Mrs. Gamby handles this emergency as she does all major washing problems—lots of hot water and plenty of good Rinso soap.

Why soap? Why not one of those new chemical detergents? The detergents are pretty good for certain jobs, such as dishwashing. But the sober truth is that when it comes to your family wash, Rinso soap does a better job on grime and dirt. Yes, indeed.

You may have noticed that your sheets and pillow-

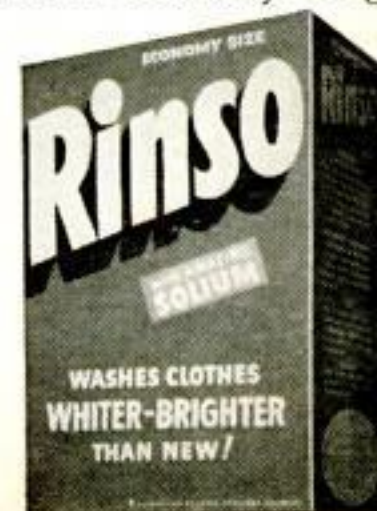
cases actually look whiter after they have been washed in Rinso than when you first bought them. This is a scientific fact. It's due to the SOLIUM in Rinso, and you can see the difference even before your wash is fully dry.

Our scientists can also prove that Rinso gets out more dirt than detergents. But, to be honest, you can't always detect this superiority with the naked eye—except when your wash is very dirty indeed. Then you will be able to see for yourself that Rinso does a better job.

You can safely wash almost any fabric in Rinso—not only your cottons, as you'd expect, but wool, nylon, rayon, orlon and linen. Even your baby's diapers. And, as every alert young housewife has discovered, the mild, gentle soap in Rinso is kinder to

your hands than harsh detergents. Last but not least, Rinso costs you less—you usually pay about 20% less for Rinso than for most detergents. Why? Because it now costs us less to make Rinso—and we pass this saving on to you!

P.S. Some people find it hard to believe that anything can possibly get their clothes whiter than new. In the case of Rinso, it happens to be the truth and we guarantee it. Try it for yourself. Then, if you can't believe the evidence of your own eyes, get your money back from Lever Brothers Company, 390 Park Avenue, New York 22, New York.



" I GOT RID OF BETWEEN-MEAL DISHWASHING!

— IN OUR HOME WE USE

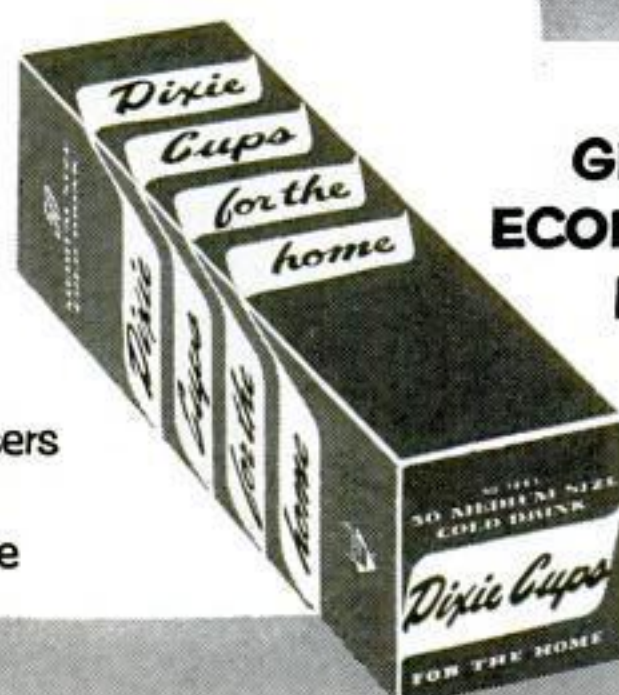
Dixie Cups"



- BETWEEN MEAL SNACKS
- CHILDREN'S MILK, JUICES
- LUNCHES, PARTIES, BEDTIME
- DRINKS FOR JUNIOR'S GANG
- AVOID BROKEN GLASS
- REPLACE MESSY BATHROOM GLASS



Dixie
home dispensers
are attractive
... easy to use



**GET BIG
ECONOMY-SIZE
BOXES**

Dixie is a registered
trade mark of
Dixie Cup Co., Easton, Pa.

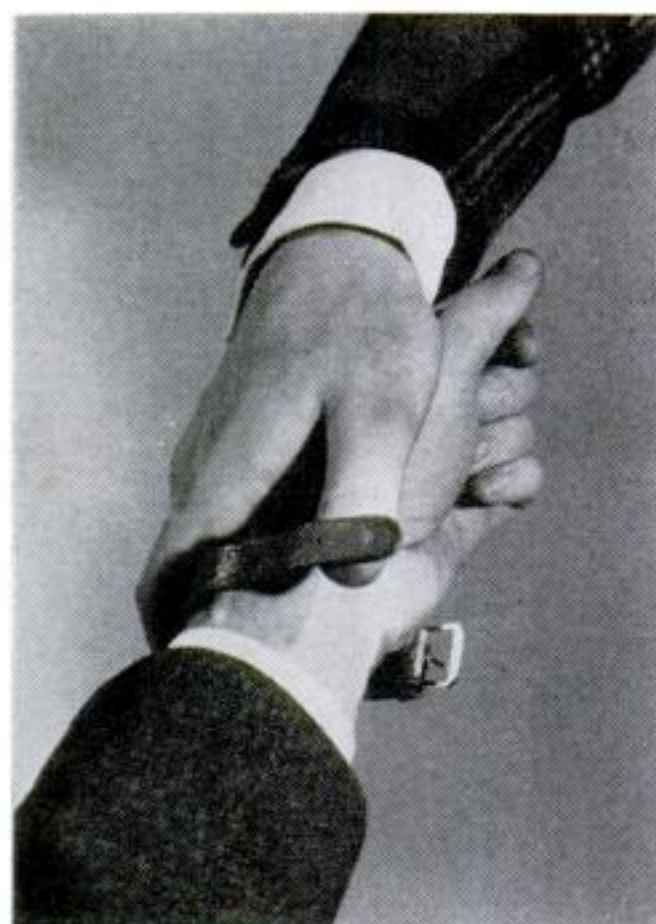
Now—AT A COST YOU CAN AFFORD
FOR EVERY DAY HOME USE

Hot Seat CONTINUED

HOW TO SNATCH A WRISTWATCH



THE APPROACH to nightclub customer is so swift and overwhelming he has no time to notice his wristwatch has found its way into Dominique's hand.



THE TECHNIQUE of this act is shown in the above photographs. It takes an average of two seconds and depends on a light, sure flick of the thumb which unstraps the watch without putting any weight on the victim's wrist. Dominique, who started practising on schoolmates at the age of 12, estimates that he has denuded 15,000 wrists in the last three years of nightclubbing.



BRIG. GENERAL ALFRED H. JOHNSON, USAF, Chairman, Munitions Board Joint Petroleum Committee, briefs Army, Navy and Air Force officers on America's

vital 168,000 mile network of oil pipelines. Map shows major arteries. Dash lines represent facilities built since 1945 or under construction. Developed by U. S. oilmen in peace-

time to keep costs low, oil pipelines are a vital defense asset, are safe from submarine attack and insure uninterrupted delivery of oil products when and where they are needed.

OILMEN BUILD UNDERGROUND WEAPON

Oil Pipelines Put New Muscles in U. S. Defenses; Bring You Oil Products At Low Cost

A record 55,000 miles of new oil pipelines, built by U. S. companies since World War II, have greatly strengthened America's oil transportation system.

These pipelines—a peacetime development by U. S. oilmen—are safe from submarine attack — insure uninterrupted deliveries of oil products where and when they are needed.

The nation's underground network of oil pipelines, which now total 168,000 miles (enough to encircle the earth 6½ times) benefit you

and your neighbors by providing low cost transportation. Pipelines can carry a gallon of crude oil a thousand miles for only a penny.

This is one important reason why the high quality gasoline you buy today costs about the same as gasoline did in 1925—only the taxes are higher.

Oil pipelines are built and operated under the free enterprise system by America's oil companies in their efforts to bring you the finest oil products at the world's lowest prices.



GLASS SLATS OF NEW JALOUSIE WINDOW OPEN WIDE TO ADMIT SUN AND AIR BUT MAKE IT IMPOSSIBLE FOR ADVENTUROUS YOUNG CHILD TO TOPPLE OUT



WINDOW WASHING of both sides of glass can be done easily from inside by turning the louvers.

Prize Housewares

AWARD WINNERS SOLVE DOMESTIC PROBLEMS

Every year New York's Lewis & Conger, largest housewares specialty store in the world, selects a jury of seven experts to examine the new housewares and give awards to those which offer the best solutions for current household problems and are most likely to prevent accidents in the home. This year's winners, seven of which are shown on these pages, answer various urgent home needs so logically and well

that it is surprising they have only now been invented. Above is an award-winning jalousie window, which means a slatted window that opens like a Venetian blind. This one, made by North-East Metal Products, has slats of almost unbreakable clear, obscure or tinted glass, lets in a maximum of light and air, while eliminating the need for iron bars or other ugly devices used for safety in a house with children.

CONTINUED ON PAGE 185

NEW



CAPTAIN JOLLY SWEETENS UP UNFRIENDLY ISLAND ... A Captain Jolly Adventure

<p>WE'RE AGROUND, SIR! WE'LL HAVE TO PUT IN AT UNFRIENDLY ISLAND! HERE'S YOUR PISTOL!</p>	<p>PUT THAT THING AWAY! THIS NEW, IMPROVED CORN-FETTI'LL HAVE THE NATIVES BEGGING US TO BE FRIENDS! THEY'LL LOVE THESE CORN FLAKES WITH THE MAGIC SUGAR COAT!</p>	<p>CORN-FETTI SURE HAS A MAGIC SWEETNESS YOU CAN'T GET FROM A SUGAR BOWL! AND IT NEVER GETS STICKY! ALWAYS FREE-FLOWING!</p>	<p>READY WITH THE CORN-FETTI, LADS! START HEAVING THOSE BOXES ASHORE! BUT DON'T GET TOO NEAR TILL THE BLOKES HAVE A CHANCE TO TASTE THE WONDERFUL STUFF!</p>
<p>THEY'RE EATING LIKE MAD AND WAVING US ASHORE! COME ALONG, LADS! HOPE THEY'VE GOT PLENTY OF MILK!</p>	<p>PASS THE MILK AROUND, COOK! SHOW THESE NATIVES HOW CRUNCHY CORN-FETTI EATS, RIGHT TO THE BOTTOM OF THE BOWL! AND TELL 'EM WE'RE RENAMING THIS PLACE "FRIENDLY ISLAND!"</p>	<div data-bbox="1045 2315 1875 2489"> <p>Post's Corn-fetti</p> </div> <div data-bbox="1110 2489 1929 2620"> <p>NEW KIND OF CORN FLAKES WITH THE MAGIC SUGAR COAT</p> </div> <p>Now guaranteed not to get sticky, even in opened package, or triple your money back!</p> <p><small>Copr. General Foods Corporation Product of General Foods</small></p>	

What do you know about vanilla?

This man would like a "kitchen" date with you... one of 15,000 Watkins Men, he brings a shopping center to your home.



FOR 85 YEARS Watkins food experts have been prying into the private lives of vanillas. Their search was for a true vanilla flavoring "that would equal the flavor and surpass the stability of natural, tropical vanilla beans and oils." Thousands of Watkins customers offered their recommendations.

THE RESULT is a blend of imitation and pure vanilla with an even finer flavor—richer, double-strength, economical because it goes twice as far... the kind your Watkins Man demonstrates in your kitchen today.

THE WATKINS MAN brings a complete shopping center right into your home at your invitation. Be free from weather worries, parking problems, rush hours in crowded stores. Welcome your Watkins Man! He brings you over 250 daily used necessities for home and farm.

OPPORTUNITY... National Advertising is increasing the demand for qualified Watkins Dealers. Contact your local Watkins distributor or dealer—or write us for full details, Dept. L-1 Winona, Minnesota.



CHOICE OF MILLIONS OF DISCRIMINATING HOUSEWIVES!

GOES TWICE AS FAR. Watkins Food Experts, in the great Watkins Proving Kitchens, have developed many vanillas. We urge you to ask your Watkins Man to demonstrate Watkins DOUBLE-STRENGTH IMITATION VANILLA. Goes twice as far. Won't freeze out; won't bake out; famous for its rich, satisfying, sealed-in flavor. For delicious puddings, ice cream, cakes and desserts.

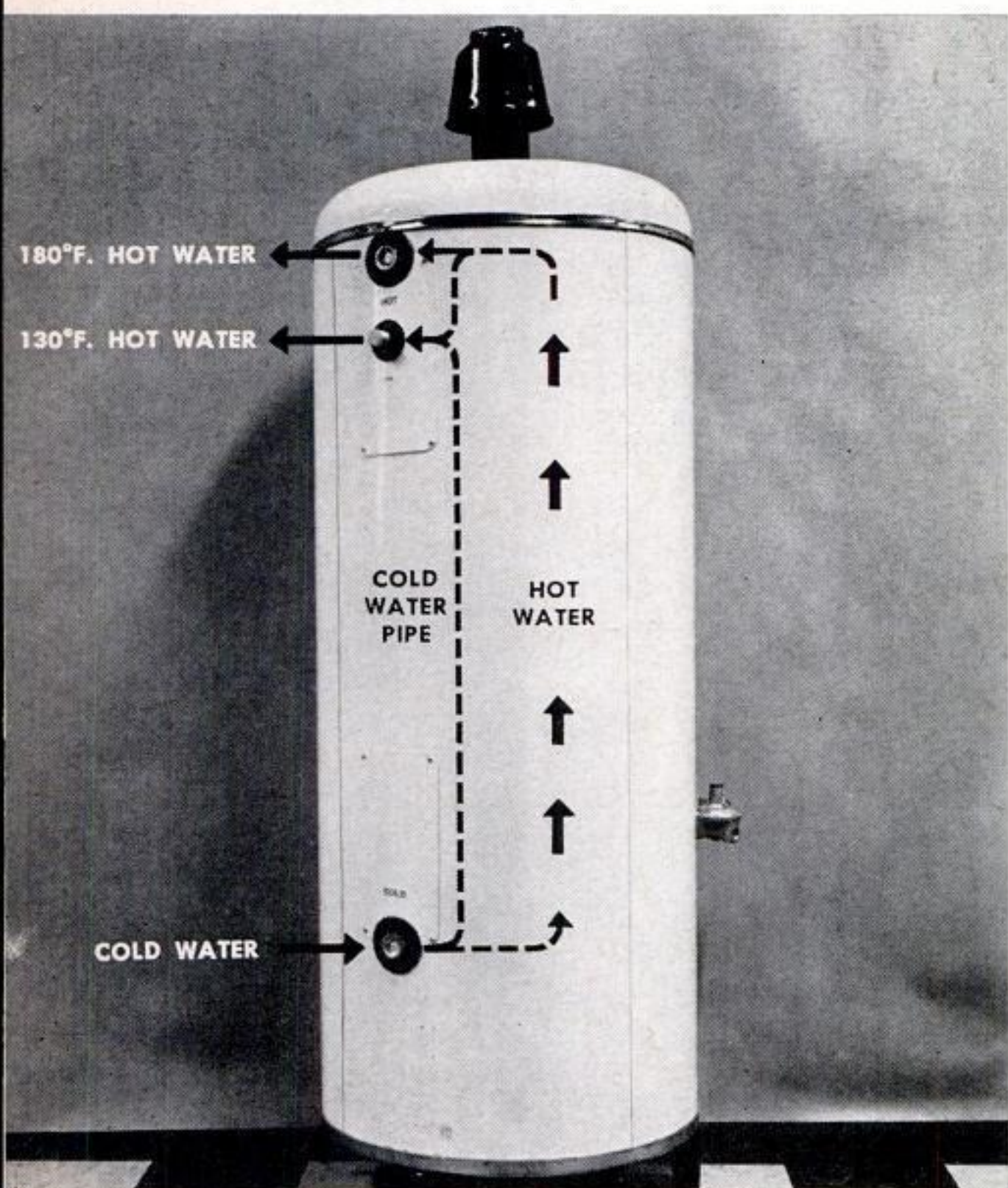
Watkins Products

FROM THE WATKINS LABORATORIES

THE J. R. WATKINS COMPANY... WINONA, MINNESOTA • NEWARK • MEMPHIS • OAKLAND • MONTREAL • WINNIPEG • AUSTRALIA • NEW ZEALAND • SOUTH AFRICA



SAFE ROOM HEATER by Heatmore has ceramic panel whose surface temperature is so low that it will not set fire to fabrics or cause bad burns when touched. Yet it will efficiently heat a small room, is especially useful in places where children play. Rubber-capped legs prevent tipping. Its price is \$44.95.



DOUBLE PURPOSE WATER HEATER by Ruud, operated by gas, provides hot water at two temperatures—180° F. for direct piping to dishwasher and home laundry, at a more comfortable 130° for bath and kitchen. Special valves and pipe mix cold water with hot for 130° supply. Price is \$247.50.



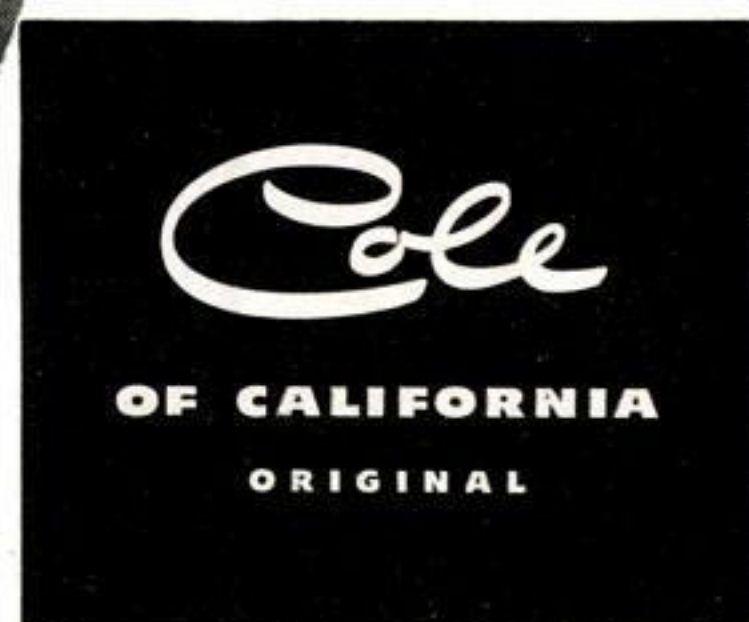
PINT-SIZED EXTINGUISHER by Pyrene works by push button, is handy to keep in automobile or on shelf by kitchen stove. It can be used on grease fires, and ones caused by defective wiring. Pyrene makes fluid to refill extinguisher at home. Gas station can restore pressure of 150 pounds. Cost is \$7.95.

CONTINUED ON NEXT PAGE



Designed
to
improve your
circulation

News for the beach...
the tailored look
in a swimsuit that
boosts your curves
to new popularity.
Sliver-striped
Orlon Lastex cuffed
with white to draw
the eye upward
to a newly round,
newly beautiful bosom.
Navy, red or green.
\$17.95.



© 1953, COLE OF CALIFORNIA, INC., LOS ANGELES 58

Ren Wicks

Best to **start** on...
best to **stay** on...
four **Pablum*** cereals

*
Specially pre-cooked
for greater digestibility



4 varieties at your druggist's or grocer's



Boon to Mother... Safe for Baby!
Exclusive "Handy-Pour" spout prevents messy spilling... keeps baby's cereal fresher and safer between feedings.



Strong, Healthy on Pablum
Four wonderful Pablum® Cereals give baby variety, plus high nutritional values so important through his third year.



Time for Baby's Visit to the Doctor's?
Don't put it off! He's anxious to help you, even with your smallest problem. Look to him for expert advice.

Pablum is the original pre-cooked cereal made only by Mead Johnson & Co., Evansville, Ind.—world famous for nutritional products for infants and children **MEAD**

HOUSEWARES CONTINUED



STEEL WOOL HOLDER by Safeway Specialty Corp. is used to grip steel wool with teeth after vinyl handle is pushed down, so that pot cleaner or wood worker will not get steel splinters in hand. Holder is rustproof. It costs \$1.49.



DELAYED LIGHT SWITCH by Electric Deodorizer keeps light on for 35 to 55 seconds after the switch has been turned off, making it possible to get to street, garage or bed before blackouts. It is guaranteed and costs \$1.98.

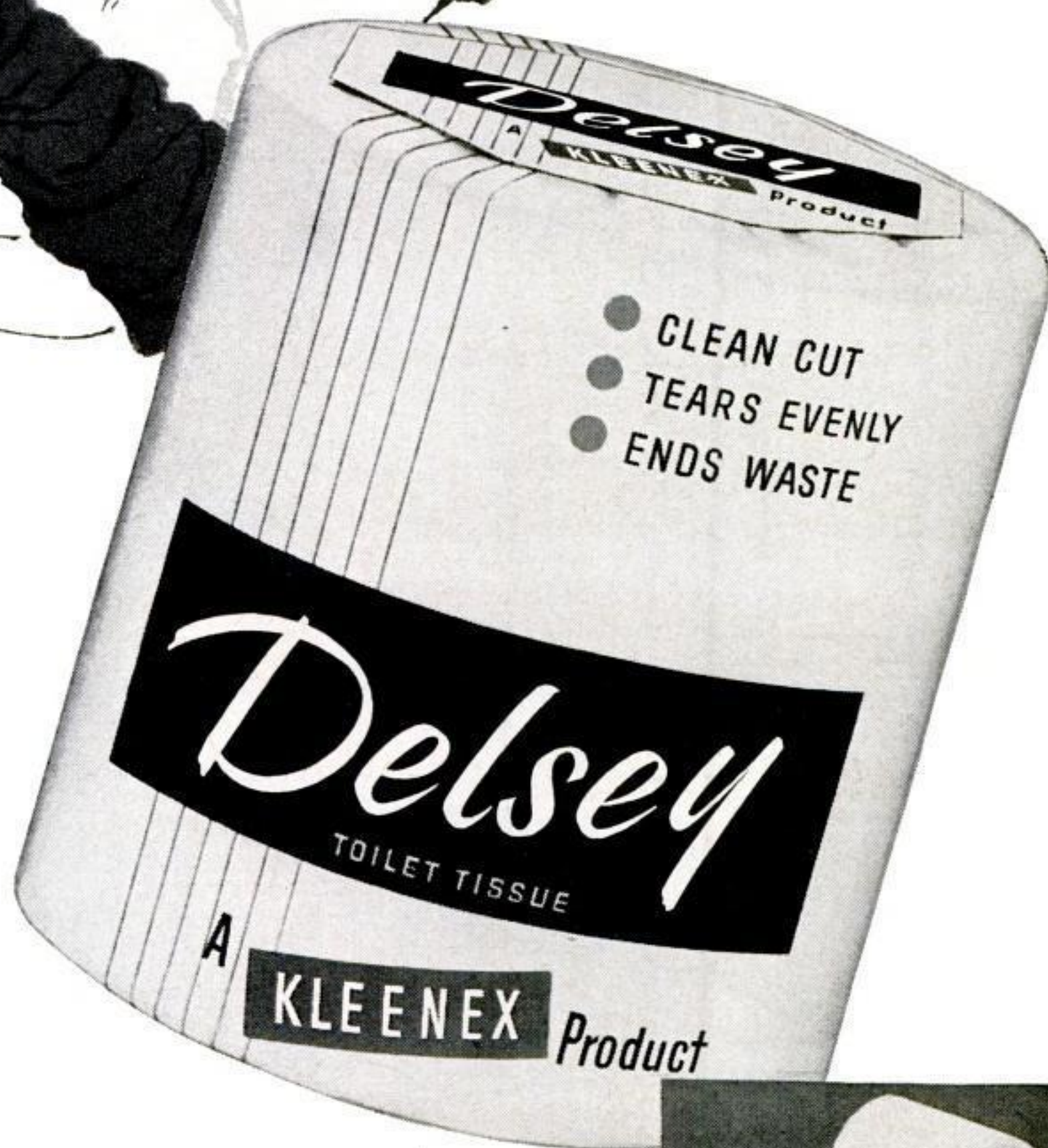


STEP STOOL by Queen has ribbed rubber top to prevent slipping, will not tip no matter where climber stands. Useful for car washing, shelf reaching, it also makes good children's television stool. It holds 300 pounds, costs \$2.98.



Only this one toilet tissue is fine and firm and soft — like Kleenex tissues

Just as you know there is only *one* Kleenex,* so, too, you'll discover that of all *toilet tissues* new *Delsey** alone gives you that luxurious Kleenex quality. The same wonderful softness and absorbency (double ply for extra strength). Don't you think *your* family deserves this new, nicer tissue? Ask for Delsey at your favorite store. If Delsey is not on hand, have them order it for you.



Tears clean at a touch!

No shredding, no waste with Delsey. It's "clean cut" (a Delsey exclusive) to tear evenly, last longer!



ON LAST DAY in school Miss Chapman presents new teacher, Edwin Johnson, to one of her classes.

Pupils Help A Teacher Get Married

ADMIRING TEEN-AGERS TAKE OVER CEREMONY

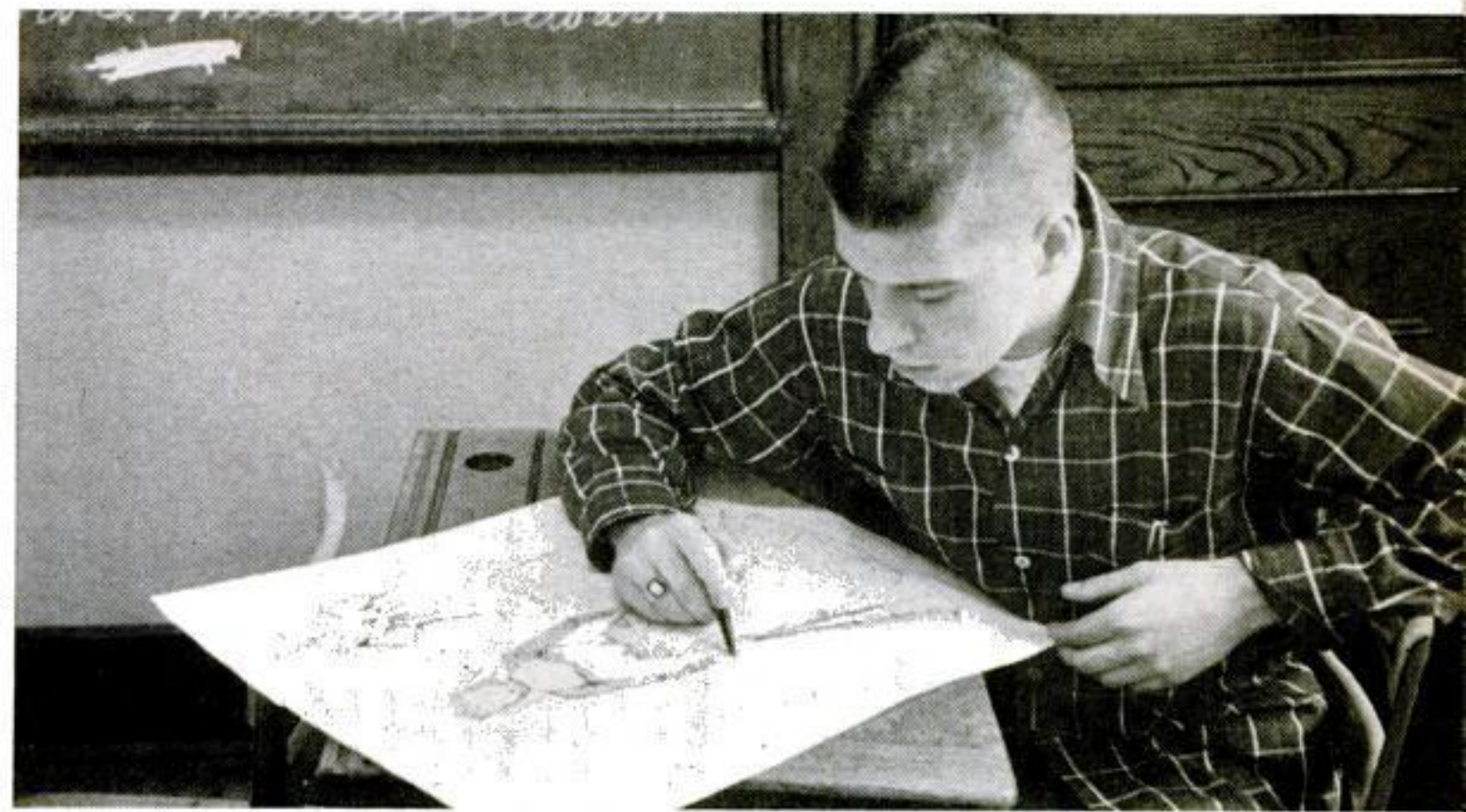
When Florence Chapman, a high school teacher in Haverhill, Mass., announced her engagement last winter, her pupils promptly besieged her with offers to help out at her wedding. Miss Chapman, who teaches public speaking and dramatics, accepted their offers and began assigning their duties like homework. For the pupils, who designed the wedding costumes, decorated the reception hall and helped prepare and serve the food at the reception itself, their teacher's wedding had everything that a class play would have and romance too. Most of them had never been so close to an actual wedding before. But after it was all over and the bride and bridegroom had departed—in a car driven by a pupil—one of the girls confessed, "It was lots of fun but I'd rather get married more privately."



CLASS PRESENT is complete china place setting in her pattern. "Look at her shaking!" said someone.

SURPRISE SHOWER in school auditorium ends with real shower of confetti released by boys above.





DESIGNING WEDDING GOWN, Roger Maberry follows a coronation motif. Florence bought a similar gown, had it altered to resemble design.

SIGNING PASSES, Florence allows some pupils to be late for next class because of work on wedding.



CARRYING PRESENTS they gave her and her personal belongings, students help Florence (*fourth from left*) to her car after the surprise shower.



REHEARSING WEDDING evening before ceremony, bridegroom looks confusedly at fingers. He and Florence met at a Howard Johnson's in Maine.

INSTALLING GIFTS, pupils get things set for wedding reception. Rack was made by a student.

**RC makes you
feel like NEW!**

*Yes, and RC is best
by taste-test, too!*

2 full glasses
in the
BIG bottle!

DRINK
**ROYAL CROWN
COLA**
BEST BY TASTE-TEST

Buy RC—buy the carton!

Guaranteed by
Good Housekeeping

THE *Taylor-Made*
SHOE

**NYLON MESH
IN THE CUSTOM MANNER**

A BLUE SUEDE CALFSKIN THAT BREATHES
AND NYLON MESH THAT COOLS.
TAYLOR COMBINES THEM SKILLFULLY
TO BRING OUT THE VERY BEST ATTRIBUTES
OF EACH. WHAT YOU GET IS
COOL COMFORT IN THE CUSTOM MANNER.
AND WHAT YOU PAY IS PROOF THAT
CUSTOM CHARACTER NEED NOT BE EXPENSIVE.

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Teacher's Wedding CONTINUED



SCHOOL SONGS are sung by students the night before wedding. They are waiting for refreshments at Florence's home after decorating reception hall.



BRIDE'S FAVORS are given out at Florence's home after rehearsal to wedding party, including ring bearer Gregory Ryan. Pupils watched from steps.

CONTINUED ON PAGE 192

Get
COOL!

Sleep
COOL!

Keep
COOL!



Beautifully, simply styled—projects less into room. $\frac{1}{3}$, $\frac{1}{2}$, $\frac{3}{4}$ h.p. models.

LIVE IN SOLID COMFORT WITH A NEW LOW-COST

COOLERATOR Room Air Conditioner

You'll wonder how you ever lived without it after a few days—and nights—of living the comfortable Coolerator way! No more nights of tossing, turning, punching sodden pillows—instead you'll wake refreshed, ready to lick the world.

Your Coolerator keeps oppressive heat and humidity *outside*—circulates fresh, cool, dry air *inside*. Dirt, dust, fumes are screened out with a Coolerator—only pure, clean, healthful air is allowed to flow gently throughout your room. Housework is much easier, too! And with the windows closed—outside noises *stay* outside.

This summer, and all during the winter too, find new sleeping and living comfort—minus dirt, dust, pollen, smoke and noise—with the economical new Coolerator Room Air Conditioner.



In the Bedroom or Nursery. Sleep better, awake refreshed. Keep baby healthier, too!



In the Kitchen. Cook, bake, wash and iron in complete comfort the year round.



In your Office. Cut down on loss of energy, edgy tempers, needless mistakes.



In the Living Room. Relax blissfully, entertain graciously in Coolerator comfort!

Here's why a COOLERATOR is your best buy!

- **Automatic thermostat control** at no extra cost. Just dial the weather you want—set it and forget it.
- **Adjustable louvres** eliminate drafts.
- Specially engineered for **unusually quiet operation**.
- **No side vents**—draperies can hang right up next to unit.
- **Neutral Mirro-tone decorator finish** blends with any room color scheme.
- **Flat top surface** can be used for decorative purposes.
- **Famous Coolerator Zerolator** mechanism with five-year warranty.

Because your home deserves the finest—choose



ELECTRIC RANGES, FREEZERS, REFRIGERATORS AND ROOM AIR CONDITIONERS

For full information on Coolerator appliances, write to The Coolerator Company, Duluth 1, Minnesota



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INTERNATIONAL TELEPHONE & TELEGRAPH CORPORATION
67 Broad Street, New York 4, New York



AMBER-EYED, ash-blonde, spirited, Mrs. Herbert Bayard Swope, Jr. of New York and Long Island is a delightful subject for hair stylist Jungst of the Madison. His flair is for an easy naturalness—with a difference.

Society Hair Stylist JUNGST

of the Madison says,

"This 'babying' shampoo is my choice for thrillingly beautiful Hair-dos. It is Conti Shampoo, rich in the world's tenderest cleansing ingredient for the hair."

TREAT HAIR TENDERLY as baby skin. It is actually a part of the tender, inner skin. Basic ingredient of Conti shampoo is imported olive oil, same as used in beloved Conti Baby Oil, Conti Baby Powder, famed Conti Castile Soap.

Brilliantly compounded for the special needs of hair, Conti "babying" shampoo leaves hair just right for obedient hair-dos. Pure. Safe. Cannot cause drying of hair. A natural oil product for your hair's natural loveliness.

QUICK, EASY ON HAIR. Conti's fast small-bubble lather gets into greasy hair freely. Slips out as easily. Tender. Wash hair often as you like with "babying" **CONTI CASTILE SHAMPOO.** Only 49 cents, regular size, 89 cents, family size.

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STEWART-WARNER ELECTRIC

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Teacher's Wedding CONTINUED



FINISHING TOUCHES are put on the bride before ceremony by the maid of honor and bridesmaids. One of the bridesmaids was a pupil of Florence's.



SUDDEN CRISIS occurs at church when nervous ring bearer Gregory, in tux, sees father, bursts into tears. Bride comforted him and wedding began.

CONTINUED ON PAGE 125

caught!



that **pure orange** flavor...

Naturally, "POPSICLE", the king of all cooling refreshments,
is available in a host of other delicious flavors, too!
You'll find them wherever good ice cream is sold...

...in bags with Polka Dots that youngsters save for exciting gifts!

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Washable! Smooth, smart Plasti-Hide resists ordinary stains, wipes wonderfully clean with just a damp cloth.



Scuff-resistant! Plasti-Hide withstands determined efforts to mar its surface, even with a milled coin.



Colorful! Crown Plasti-Hide, available in Grey, Air Force Blue, Green, Russet, Ivory, Ginger and Lipstick Red.

WASHABLE, SCUFF-RESISTANT, FASHION-RIGHT COLORS MAKE AMAZING PLASTI-HIDE* LUGGAGE BY CROWN THE BUY OF THE YEAR

Here, at last, is luggage that answers the needs of millions of fashion- and budget-conscious Americans! Crown Plasti-Hide,* the amazing vinyl plastic luggage covering, is almost impervious to wear, abrasion, discoloration. In a rainbow range of smart, fashion-right colors, it's far easier on the pocket-book than comparable high quality luggage. Most pieces have beautiful

Celanese linings, stand-up brackets to keep the lid up, removable waterproof zipper pockets for toilet articles, and many other exclusive features. Plasti-Hide Luggage is sold at better department, luggage and gift stores. It is all open stock, and is made only by the Crown Luggage Co., Baltimore 1, Md. Also ask to see Crown's new Ski-Liner line, priced from \$11.50 to \$19.50.



Here is America's smartest, most graceful slant-side luggage design—Top-Sider by Crown in 7 beautiful Plasti-Hide colors! Celanese linings, zipper pocket. *From left:* 21" Wardrobe \$28.00, 26" Pullman \$24.50, 14" Train Box \$17.50, 21" Weekender \$19.50.

Stylish simplicity makes Plasti-Hide End Bound Luggage a great favorite. 7 colors, Celanese lined, waterproof zipper pocket for toilet articles. *From right:* 21" Wardrobe \$25.00, 26" Pullman \$23.50, 21" Weekender \$16.50, and 14" Train Box \$16.50.



For trim masculine styling—inside and outside—no luggage at any price surpasses Crown Plasti-Hide Drumside Luggage for men. In Ginger or Russet. 24" Two-Suiter \$21; 21" Companion Bag \$16.50.



Plasti-Hide zippered items. *From left:* Kar Kit, holding 4 suits or 8 dresses. Folds for easy carrying, \$10.00. The Club Pak for business trips, sports, etc., \$7.00. Jiffisak, all-purpose accessory bag, \$5.00.



Finger-light, fashion-right Crown Ski-Lite Plasti-Hide Luggage is about *one-half* the weight of most ordinary luggage! The 21" Weekender \$15.00. Vanity case \$16.50. Pullman \$20.50. And all are available in five color combinations.
CROWN LUGGAGE CO., INC.



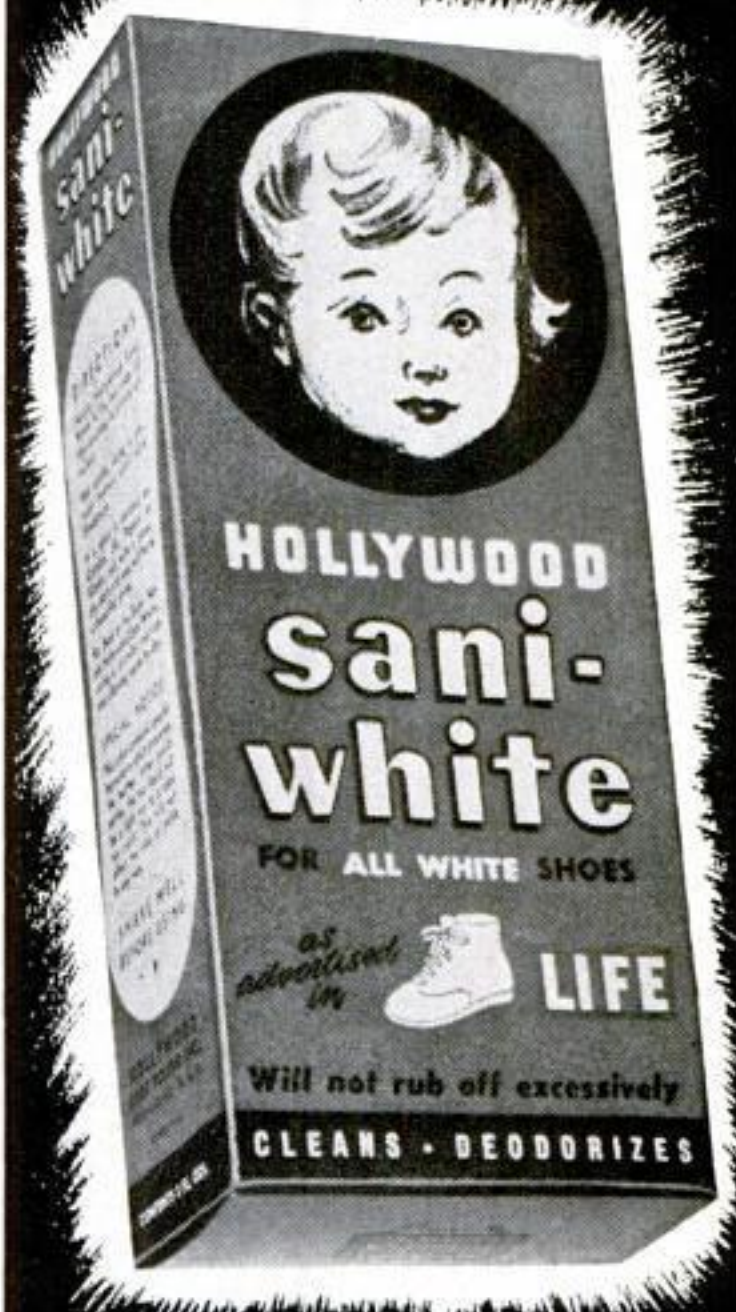
PROUD PUPILS stand solemnly in the front rows and observe the wedding with proprietary approval.

HAPPY PAIR kiss at the end of ceremony as maid of honor, a college friend of the bride's, looks on.

HIGH JINKS break out after the departure of the couple as pupils begin dismantling the decorations.



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WHITEST
SHOES
You've ever
worn



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white

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- ★ Safest for baby
- ★ Removes unpleasant odors
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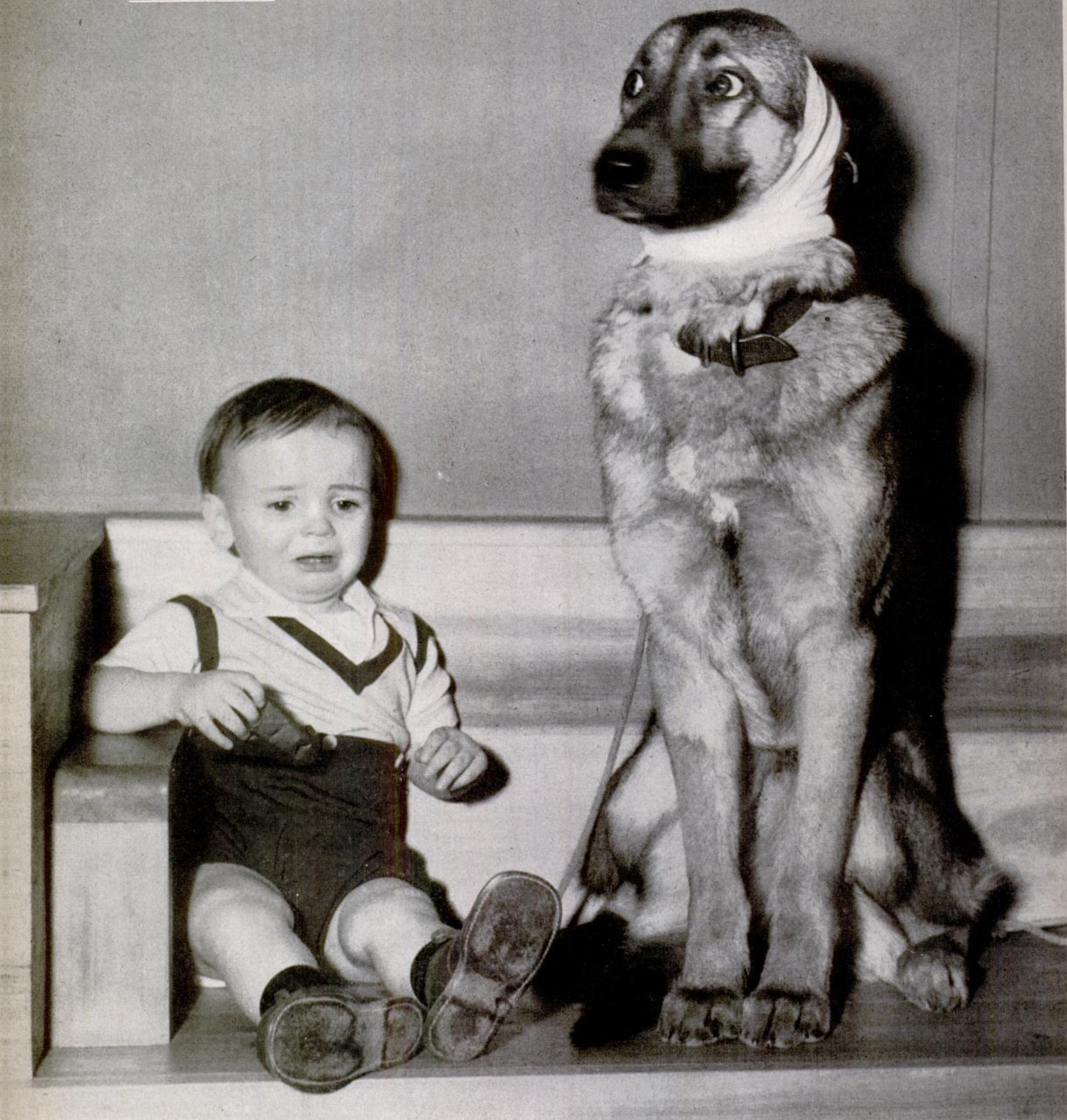


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SHARED SEAT, SHARED WOE

The lugubrious faces above belong to two old pals who have arrived at the same age and the same bench in different straits. Master and pet, both 1½ years old, are sitting in the waiting room of the new, \$150,000 Lawrence Hospital for Animals near Princeton, N. J. The dog, a shepherd

named Victor, wears a sad look in his eyes and a bandage around his head because he is suffering from an ear infection. The boy, a Smith named Gregory, is suffering from what his father, a veterinarian at the hospital, diagnoses as sympathetic pains. Both made a rapid recovery.



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Old Grand-Dad, the same wonderful whiskey that has been cherished by bourbon fanciers for generations, is now priced within the reach of thousands more. If you want to enjoy the best—ask your dealer for Old Grand-Dad. You'll find it a welcome surprise.

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